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Jackson & Perkins Co.

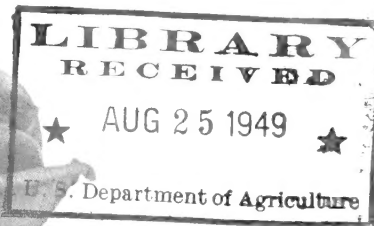
World's Largest Rose Growers

NEWARK, NEW YORK

FALL
1949



TOP WINNER
1950 All-America Rose
Selections



Fashion
Plant Pat. #789

A New J. & P. Creation!

An Entirely New Color!

THE PARADE OF

Modern Roses AND PERENNIALS

This Fall
Is The Best Time To
Add These Winners
To YOUR Garden!



JACKSON & PERKINS

The WONDROUS *New Yorker* Plant Patent No. 823 THE BEST RED ROSE OF ALL TIME!

Gold Medal, International Test
Garden, Portland, Oregon

Created by Jackson & Perkins

New Yorker is truly a red, red Rose that stays red until the last petals wither and fall. The dark color is clear and sparkling, and the flowers are tremendous . . . often measuring 6½ in. across. Every hour, every minute that you see these lovely blooms in your garden, you'll be completely amazed at the clear, sparkling, rich color and the tremendous, beautifully formed blooms.

Grows Perfectly With Little Care

This hardy, disease-resistant prize-winner is so easy to grow you'll want several plants in your garden once you try it. The sturdy, upright, 3-ft. plants are exceptionally vigorous and grow luxuriantly with a minimum of care. The magnificently formed blooms of enormous size continue without interruption all season from June until cold weather. The young shoots and new growth are bright red adding to the beauty and interest of New Yorker, in your garden.

Gorgeous Color Makes Any Garden a Show Place

The brilliant, unfading color is scarlet with rose-red undertones. The rich, velvety sheen of every perfect petal reflects a brilliant highlight and gives the blooms an exceptionally lovely texture.

Few Roses do so much to make your garden the envy of your whole neighborhood. As befits a Rose of such absolute perfection, the buds of New Yorker are beautifully formed and darker in color than the open bloom. The strong, sturdy stems hold each flower proudly erect from the time the bud first appears until at long last the bloom has developed and finally shatters.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

New Yorker

©
J. & P.
CO.

© J. & P. CO.



Here's Why

New Yorker Is the BEST Red Rose of All Time!

● **CLEAR NON-FADING COLOR** . . . The brilliant red remains clear and fresh throughout the entire life of each bloom. Even on the hottest days, when other red Roses change to a purplish blue . . . New Yorker remains a rich clear scarlet-red.

● **DISEASE-RESISTANT** . . . Another important reason for the nation-wide demand for New Yorker is its rugged, iron-hardy vigor. Isn't it only logical that thousands of gardeners choose a non-fading red Rose which requires no pampering or fussing of any kind?

● **UNUSUAL FORM and SIZE** . . . When you see gorgeous blooms of New Yorker 6½ in. across right in your own garden, you won't believe your own eyes! So perfect, so beautiful . . . neighbors will have to touch it themselves before they will believe that it's actually real!

● **AWARDS** . . . Many customers tell us that New Yorker is one of the most profuse and dependable

bloomers in their garden. Starting with its magnificent show in June, you'll have blooms constantly during July, August, September and right up until frost.

● **DELIGHTFUL, SPICY FRAGRANCE** . . . As if its many other superior qualities weren't enough to make it "The BEST Red Rose of All Time," each bloom of New Yorker fills the air around it with a lovely raspberry fragrance.

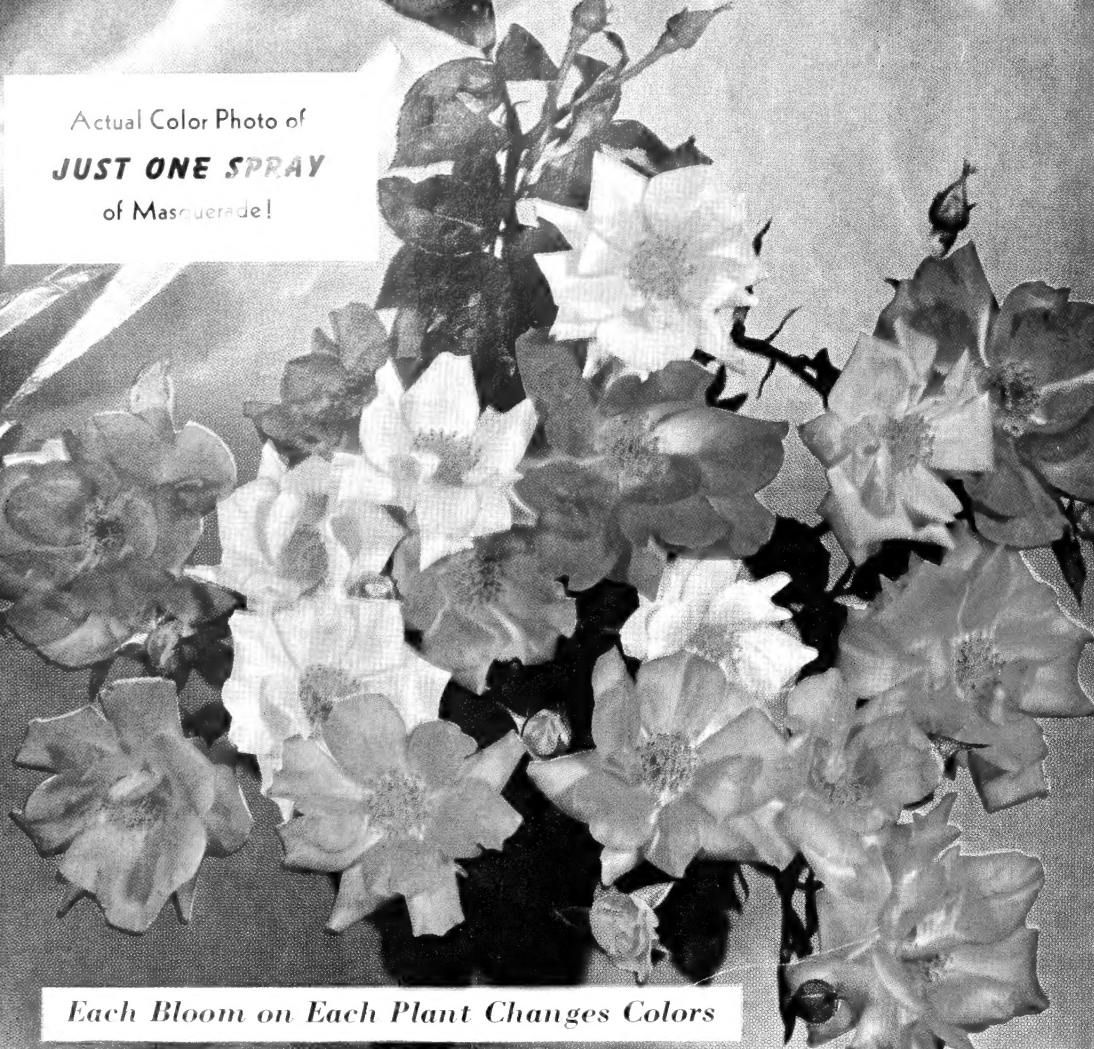
● **EXCELLENT FOR CUTTING** . . . You'll find its long, strong stems and rugged lasting qualities make it an outstanding cut flower in the house. Whether you have a very dramatic arrangement or only a single bloom of New Yorker in a bud vase, it will be the center of attraction in your home for many days.

● **AWARDS** . . . In a test of 152 varieties in the International Rose Garden, Portland, Oregon, last year, New Yorker was the only Rose to be given a Gold Medal.

JACKSON & PERKINS CO

World's Largest Rose Growers

Actual Color Photo of
JUST ONE SPRAY
of Masquerade!



Each Bloom on Each Plant Changes Colors

This astonishing range of bright festive colors makes Masquerade the only Rose of its kind in the world! Each bud is golden yellow, and then as the bloom

© J. & P. CO.

Masquerade

develops the color changes to light pink, deep pink and finally to red at the finishing stages.

4
**THE SENSATIONAL
MASQUERADE**
P.R.R.

ALL THESE COLORS ON EACH PLANT

**One of Nature's Most Astounding
Color Transformations!**

A rare novelty for your garden. Truly unique and different, each cluster of 10 to 25 buds shows blooms of yellow, red, pink, lemon and sometimes orange. All these colors appear at once in a magnetic combination.

Each bud is golden yellow, with tiny vermilion marks. The center bud in each cluster opens first, becoming rose-pink as the petals unfold. Gradually the rose-pink deepens until at last it is deep red. While the first bud in any cluster is going through these stages, other buds are gradually developing, each one passing through the same lovely color sequence of yellow, silver, pink and red.

Clusters of 25 to 30 buds on one stem are not uncommon. Because of these unbelievable clusters and the range of colors through which each individual bud passes, Masquerade gives your garden a festive look.

The vigorous, 3-ft. plants have a rather open type of growth. Foliage hangs on tenaciously until November.

Color... yellow to lemon to pink to red.

Bloom... 18 petals, 3 in. across. Very free.

Clusters... 25 to 30 buds on a cluster, with many different colors at the same time.

Novelty... only Rose in the world with so many clean colors on individual clusters.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

NOW! The Popular Pinocchio in Apricot Yellow...

Yellow Pinocchio
P.R.R.
Another Important Addition
to the Well-Known Pinocchio Family

Another thrilling Pinocchio with the same sturdy bush and great masses of bloom in an apricot-yellow color.

The bush grows about 3 ft. tall and when at the peak of bloom is a rounded mound of yellow. The foliage is dark green, tough and very disease-resistant.

This sturdy, healthy and free-flowering newest member of the Pinocchio family is a welcome addition to the Floribunda Roses, and is bound to become as popular in all sections of the country as its far-famed parent.

Color... apricot-yellow to yellow.

Petals... 3 in., fully double, long-lasting.

Buds... has touch of red on outside petals.

Height... 5 ft. high, rounded mass effect.

Foliage... dark green.

Bloom... very free, in clusters and singly, always in bloom.

Plant... very vigorous and healthy.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

© J. & P. CO.
Yellow Pinocchio



Jackson & Perkins

Any order must be
purchase direct from

Don't Have Salesmen or Agents!

misleading you. Make your purchase
is our only salesman.

WHY THE EXPERTS SAY:

"FALL is the IDEAL Time to Plant Roses!"

ASSURES EARLIER,
MORE PROFUSE ROSES NEXT SEASON

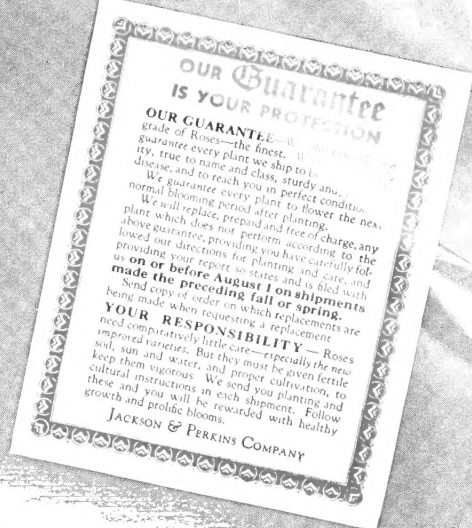
Besides the advantages to the plants, there are many conveniences for you. The soil is mellow, easy to work. Prepare it any time at your convenience, and then leave it until the postman delivers your J. & P. plants. It is then only a matter of a few minutes to put them in the prepared ground. You can be confident of earlier, better blooms next June because the plants make new roots in the late fall and early spring . . . will produce blooms almost like an established plant.

Roses Shipped at Proper Time

Anything you order from us this fall will be sent to you postpaid and fully guaranteed, at the proper time for planting in your particular locality. We know the horticultural zones for all parts of the country and check weather reports regularly so we can ship our plants to you at the right time.

Plant Even When Ground Is Frozen

You can plant Rose bushes even when the ground is beginning to freeze, as long as you protect the roots of the plants against direct exposure while they are being set out. Simply keep the roots covered so that they do not freeze while you are planting the Roses. Once they are in the ground, the plants will be perfectly safe if you follow our simple instructions for normal winter protection. Free instructions with every order.



New FOR 1950! SERENADE

Plant Patent No. 852

Exquisite burnt-orange bud opens slowly while retaining its high center, which finally explodes into a 5-in. brilliant, coral-orange bloom.

These pleasing blooms are freely produced on 3½-ft., open plants. As the buds unfurl, the petals open to a flat position, making an airy, large flower. The edges of the petals have an interesting darker shade.

The foliage is shiny green and nicely balanced on the plant. It hangs on well and sturdily withstands ordinary Rose ills.

You will like this brilliant, airy, new Rose. It has had many very favorable comments from the testing stations that have grown it.

Montana says, "Opens slowly, long-lasting flowers. Holds color in our strong sun."

Georgia finds, "A reddish orange color; tight new bud looks red, splendid for this country."

Portland Oregon, is also very enthusiastic over the Rose and its free production of highly colored blooms and has given Serenade a very prominent position in its grand Rose garden.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

VISIT THE J. & P. ROSE GARDEN

This magnificent 17-acre Rose Garden contains the most beautiful Roses known to the world. It includes many new varieties created by our own Department of Plant Research and also by the leading European hybridizers like Jean Gaujard of Lyons, France, whose photograph in the J. & P. garden appears at left.



Serenade

©
J. & P. CO.

STATELY... ENDURING
... 5 TO 6" BLOOMS

Opens Slowly...

Non-Fading . . . Free-Blooming
 Rugged, Glossy Foliage

J. & P.'s Own Anniversary Rose . . .

Diamond Jubilee

(Plant Patent No. 824)



An Outstanding Hybrid Tea Rose Because . . .

- Flowers open slowly and last exceptionally well either on the bush or as cut flowers.
- Heavy-textured petals do not fade or burn even in warm weather.
- Sturdy, rugged plants are vigorous and disease-resistant, with leathery green foliage.
- Abundance of 5 to 6-in. blooms. Long stems.
- Warm glowing buff-orange color has a fascinating radiant sparkle.
- Winner of top honors in 1948 All-America Trials.

The loveliness and perfection of this handsome new J. & P. Rose will amaze you when its enormous flowers appear in your garden next June. You'll agree with the experts who voted this top honors in the 1948 All-America Trials. The blooms, of surpassing loveliness on a plant which is most attractive in itself, give you undeniable proof that here indeed is the "Queen of Flowers."

Enormous Size . . . Glowing Color

The color is warm glowing buff-orange, deeper in cooler weather, with a radiant sparkle from a touch of orange-yellow at the base of each petal. Often 5 to 6 in. across, the many stately flowers on every plant are fully double and high-centered. They open slowly, providing many thrilling hours as you watch the buds gradually unfold . . . Diamond Jubilee lasts exceptionally well either on the bush or as cut flowers. The many heavy-textured petals do not fade or burn even in warm weather, but rather intensify in color as the flowers open.

Delightful Form and Fragrance

You will enjoy a rich soft Old Rose fragrance as you bring this captivating beauty to your face. Warmth of color, perfection of form and rugged vigor are yours in greater measure from Diamond Jubilee than from any other Rose.

The plant is sturdy and full, well clothed with rich dark green foliage, and the constant succession of flowers is held erect on long stems.

Flowers . . . 5 to 6 in., high-centered; long-lasting.

Fragrance . . . delightful Old Rose.

Lasting . . . warm buff-orange flowers stand up particularly well. No sunburn.

Vigorous . . . the 30-in. plants are unusually hardy, bushy, with dark green foliage.

Top Honors . . . All-America Rose Selections 1948.

Created By . . . E. S. Boerner, J. & P. Director of Research


 Diamond Jubilee

\$2.00 each; 3 for \$5.00; 12 for \$20.00

ARE YOU MISSING THE JOYS OF A GARDEN OF FINE ROSES?



● Mr. E. Baines who tested FASHION for the National Rose Society of England said, "Here is a Rose with a future. There is nothing like it!"

JACKSON & PERKINS CO.
World's Largest Rose Growers

FIRST IMPORTANT NEW CLIMBER OF A DECADE!

Exceptionally Hardy!

The Sensational
Everblooming

ALOHA

P.A.F.

- ✓ *Bursts Into Bloom From Top to Bottom*
- ✓ *Unusually Large Blooms For a Climber*

Like an Artist's Dream, this magnificent rose-pink Climber bursts into bloom from top to bottom with an utterly breath-taking display of never-to-be-forgotten glory. After this first peak of June glory, Aloha continues to bloom frequently during the entire season.

So profuse . . . so rich . . . in its deep rose-pink blooms of enormous size that it defies adequate description. An unbelievable mass of deep coral-pink buds starts the show. These open to very full, double, perfectly formed blooms of handsome size. Flower after flower measures 5 in. across and as much as 3 in. deep. Each gorgeous petal is strong and waxy.

Never Before a Climber Like This!

The general effect of a plant in bloom is strong rich rose-pink with deeper tones in the tight buds and a soft lilac silvery-pink on the inside of petals in the open bloom. Unlike most Climbers, Aloha blooms in long-stemmed clusters of buds. As if to prolong its breath-taking display, the buds do not open all at once. The primary bud develops into a gorgeous 5-in. bloom but the secondary buds around it are still undeveloped and do not open fully until the first flower has practically finished.

Everblooming . . . With Glossy Rich Foliage

The plant is just as superior as the blooms. Very deep waxy foliage makes a solid background, throwing the magnificent blooms into dramatic relief. An occasional stem 18 in. or more in length with a single bloom of unusually great size and richness of color will branch out from the main canes. We think this Climber is the perfect Rose of its class.

\$2.75 each; 3 for \$6.90; 6 for \$13.75; 12 for \$27.50

Aloha is ideal for arrangements in the house



**A NEW
EVERBLOOMING
CLIMBER!**



Aloha, the New Everblooming Climber

© J. & P. CO.

Roses Are Easiest, Most Beautiful Flowers to Grow; Belong in Every Garden

Are you missing the thrill of growing Roses in your own garden? Have you missed the fun of handing a bunch of these gorgeous beauties to your neighbor . . . of watching the envious glances of passers-by as they see your Rose bushes burst into a riot of color . . . of arranging a vase of your own Roses on the dinner table when special guests are expected . . . of snipping off a tender, beautiful bud and wearing it when you go out?

You need not deprive yourself of these pleasures another season! Select the Roses that you would like best to see in your own garden and order them this fall with absolute confidence that next year your garden will be infinitely more beautiful than it has ever been before. There is no special "trick" in growing Roses like these. Our simple planting instructions and our guarantee assures you of complete satisfaction.

**EASIEST OF ALL
ROSES TO GROW . . .**

© J. & P. CO.



Floribundas

THE NEW RACE OF MASSES OF COLOR

Floribundas Give You More Color

Hardy! Versatile! Masses of color. Great clusters of flowers even on a single branch. Floribundas have a place in any landscape . . . any garden . . . because they combine the best features you want in a truly "all-season bloom." Floribundas fit beautifully into the garden ensemble and the bushy plants are in flower continuously from June to frost. They are ideal for mass display, in borders with flowering shrubs to give color after the shrub bloom is past, among evergreens, as hedges or in any other location where you want a splash of gay color all summer. Especially suited for table decorations. The flower clusters lend themselves well to arrangements of many interesting types.

Pinocchio

(Plant Patent No. 484)

CLUSTERS OF FLOWERS . . . ALWAYS IN BLOOM

Truly the all-purpose wonder of rosemod and, of course, a J. & P. introduction! Extremely hardy, very easy to grow, always in bloom, with hundreds of flowers on every bush setting the entire plant aglow with gay harmony. Clusters of exquisite pointed buds open gradually to long-lasting Miniature Tea Roses, 1½ inches across.

Always in Bloom—Long-Lasting

Pinocchio blooms so exuberantly that the word "everblooming" seems inadequate . . . as the last flowers in a cluster finish, the first buds are opening on other shoots, bringing new interest daily. The flowers are long-lasting in all kinds of weather. Each plant is a riot of color in June and then continues to bloom right up until frost.

Appealing Color—Artistic Sprays

The winsome buds are rich appealing salmon, flushed with gold at base, gradually changing to soft clear pink as the "sweetheart" flowers open and acquire deeper pink edges. Exotic, fruity fragrance. The artistic sprays of buds and blooms are incomparable for mass or miniature flower arrangements. They often keep from 8 to 10 days in the home. Unrivalled for boutonnieres.

Many Uses—Continuous Display

In the garden Pinocchio has many uses and generously fulfills them all. It is ideal to plant in shrub and evergreen borders, particularly effective in continuous summer and fall color after the flowering shrubs are done. The cool pink masses are refreshing in mass plantings and edgings for paths, drives, beds and borders.

Bred to endure rigorous winters and to bloom abundantly from early June through the hot summer and fall; a welcome addition to any garden. Planted in combination with Red Pinocchio (opposite page) Yellow Pinocchio (p. 4) and Lavender Pinocchio (p. 12) it will make your garden a riot of color from June to frost. The many clusters on each plant create an unbelievably striking picture.

Buds . . . pointed salmon flushed gold at base.

Blooms . . . in great clusters, opening slowly to miniature Hybrid Teas 1½ in. across, soft clear pink, acquiring deeper pink edges. Long-lasting. Exotic, fruity fragrance.

Plants . . . continuous; hundreds of blooms to a bush. 20 to 24 in. tall

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45

YOU CAN HAVE ROSES LIKE THIS ALL SEASON

JACKSON & PERKINS CO.

World's Largest Rose Growers



"CLUSTER" ROSES . . . FROM JUNE TO FROST

MARIONETTE (Right) (Plant Patent No. 569)

Amazing White . . . As Good As Pinocchio

Thousands who prefer white Floribundas for mass plantings choose Marionette. All that is said of Pinocchio can be said of Marionette except for its color. Marionette is, in rosarians' language, a true "sport" of Pinocchio. Generous to the utmost, with hundreds of flowers on every bush.

Imagine . . . "Sweetheart" Roses in Creamy Yellow!

Incomparable for flower arrangements. Think of these dainty creamy yellow "sweetheart" buds in your garden and home. There is added interest in the unfolding of the fully double flowers, about $1\frac{1}{2}$ in. across, as the pastel tint changes gracefully to immaculate white before the flowers finish. Unbelievable clusters are produced continuously all during the season.

Buds . . . ideal for boutonnières, nose-gays, etc.

Blooms . . . in large clusters. Light, intriguing fragrance.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45



© J. & P. CO.

Marionette

PINOCCHIO FAMILY
Group # 789

Pinocchio (Opp. p.)
Red Pinocchio (left)
Marionette (above)
Lavender Pinocchio (p. 12)

Value \$6.00

Save \$1.00

only \$5.00

Red Pinocchio

(Left)

(Plant Patent No. 812)

THE POPULAR PINOCCHIO IN GLOWING RED

Here you have a combination of the best qualities of two of our most popular Floribundas, Pinocchio and Donald Prior. It is a thrill to introduce Red Pinocchio as a welcome addition to this favorite group of everblooming Floribunda roses.

The $3\frac{1}{2}$ -in. flowers are borne in large, long-lasting, unfading clusters, with individual blooms scattered between the mass flowerings. Color is a rich dancing carmine, which deepens and acquires a velvety cast as it opens fully. It finishes with the same lovely cup-shaped bloom as Pinocchio and a color richer and more handsome than Donald Prior.

Clusters of Buds Like Carmine Satin

The buds are attractive deep satiny carmine on the outside of the petals and a bright carmine on the inside . . . all a lovely picture. The delightful fragrance is reminiscent of the wild Roses of the roadside. The bushy, upright plant is rich and vigorous, exceptionally free-flowering on long, heavy shoots. A fitting companion for the very popular parents; will quickly win its way into your heart.

Outstanding . . . masses of Pinocchio-like flowers.

Showy . . . provides a constant display of handsome full clusters with unfading blooms.

Flower . . . $3\frac{1}{2}$ -in., cup-shaped, wild Rose fragrance.

\$1.50 each; 3 for \$3.75; 12 for \$15.00; 25 for \$28.17



© J. & P. CO.

Red
Pinocchio

Floribunda Roses...

FOR EVERYBODY'S GARDEN!
RUGGED! VIGOROUS!

"Roses of Tomorrow"

EASIER TO GROW! MASSES OF COLOR!
 IDEAL ANYWHERE IN THE GARDEN!

Even as late as October, Floribunda Roses will still be displaying their rich show of color. Severe cold weather is the only thing that can finally stop this miraculous garden display.

If you order an assortment of J. & P. Floribundas today, you will receive top-quality, 2-yr.-old, dormant plants at the right time for planting in your locality this fall.

No Other Plant Will Do This...

Don't wait any longer! Treat yourself to the thrill of growing fine Roses... of adding more color in flower beds, among evergreen plantings, along walks and drives or in places where additional color will bring your garden new interest. The June-to-frost clusters of Floribunda Roses can't be beaten for colorful, sparkling garden display. Order today and plant them this fall as the experts recommend.

**CHATTER IS UNEQUALED
 FOR CONTINUOUS COLOR**

The bright clusters of Chatter are so persistent... so completely everblooming that they are NEVER without color from June until frost.

© J. & P. CO.

Chatter

CHATTER (Above) (Plant Patent No. 739)

Famous for Remarkable, Long-Lasting Crimson Clusters!

The enormous bright crimson flower clusters on Chatter last two and sometimes even three weeks. Unsurpassed for garden color; ever-beautiful! Each bud in the cluster opens very slowly... and the mature blooms stay an unfading crimson for several days. As one flower finishes, new buds open to take its place.

Blooms Last 2 or 3 Weeks

Each generous 7 to 8-in. cluster sparkles in your garden as a mass of bright crimson for two or three weeks. The many clusters produced on even a single plant give you a continuous display of dancing crimson from June to October.

Here's What Customers Say...

Customers write us that Chatter is unequalled for masses of color; that the 2½ to 3-in. flowers with their velvety petals

are a constant delight on rugged, disease-resistant, 18-in. plants. You will get more color in your garden from a few plants of Chatter than from any other flower we know of. Plant it freely in beds and borders where you want a dependable, fool-proof color mass. Chatter has all the finest qualities of the Floribundas plus this grand new dancing crimson and a delicate fragrance.

Another J. & P. custom-bred aristocrat, winter-hardy, disease-resistant and guaranteed to live and bloom.

Long-lasting... remarkable flower clusters last two or three weeks.

Vivid... unusually bright crimson.

Profuse... clusters bloom continuously.

Blossoms... 2½ to 3 in. Velvety petals.

Fragrance... delightful Old Rose.

\$1.25 each; 3 for \$3.15; 12 for \$12.50;
 25 for \$23.45

**2 Each of the 3 Roses
 on these pages**
 2 Goldilocks. Yellow
 2 Chatter. Red
 2 Betty Prior. Shell-Pink
GROUP \$8.19 \$6.65
 Value \$8.00 ONLY
 Save \$1.35

FREE!

PLANTING INSTRUCTIONS WITH EVERY ORDER

Right with your Rose plants, we give you free-of-charge complete instructions on planting. Thousands of customers who have followed these instructions report that their Roses are even more beautiful than the catalog shows them. These instructions will enable you to have the same success.

J. & P. Home Garden Guide
 PREPARED BY THE J. & P. DIVISION OF PLANT RESEARCH
 PLANTING YOUR NEW ROSES



JACKSON & PERKINS CO.
World's Largest Rose Growers

©
 J. & P.
 CO.





John Cook
Medal
of
American
Rose Society
Awarded to . . .

GOLDBLOCKS (Right)

(Plant Patent No. 672)

Best New American Rose In Three Years

"Stardust refined to Gold". . . the long-awaited true golden Floribunda! Somewhere in your garden, this mass of glorious sunshine will delight you from early spring all through summer and fall. Clusters of bright yellow are particularly colorful and showy.

Plants and Blooms Are Perfect

The buds in each of the many clusters are ovoid in shape, resembling miniature Hybrid Teas in form, and a rich golden yellow in color. They open slowly and gracefully, passing through many attractive stages. The flowers are cupped in the early stages and gradually open to 3½ in. across. They last a long time, as fresh new buds keep replenishing the over-all effect of a golden yellow mass. Continuously throughout the entire season, you'll have masses of this rich golden yellow to add color to your garden. Plants have a dense, spreading, well-balanced habit of growth, reaching a height of 2½ ft. or taller.

Bud . . . rich golden yellow.

Flower . . . cupped in early stages. 45 firm petals. Up to 3½ in. across. Lower petals reflexed.

Fragrance . . . delightful wild-Rose.

Plant . . . spreading, 2½ ft.

\$1.50 each; 3 for \$3.75; 12 for \$15.00;
25 for \$28.15



GOLDBLOCKS . . . "Stardust turned to Gold"

© J. & P. Co.



BETTY PRIOR FLORIBUNDA . . .

Note how beautifully Betty Prior combines with Delphiniums in this illustration of a garden corner. Masses of Floribunda Roses with J. & P. New York Strain Delphiniums (page 40) give any garden a stunning appearance.

BETTY PRIOR (Left)

(Plant Patent No. 340)

Most Persistent Bloomer of All

Unusually tall and free-flowering; delicate pink color. In June, its colorful myriads of blossoms are indeed a glorious sight. All through the summer the perpetually forming buds and flowers, resembling red dogwood, never fail to keep color and attract interest. The buds are lively red, opening shell-pink, having 5 dogwood-like petals in shape, size and color. The healthy, vigorous plants are sturdy yet delicate in appearance and bountiful with their blooms.

Extra Large Plants Bloom Continuously

In beds, borders, hedges, groups and large plantings, Betty Prior gives gorgeous mass color effects and many cut flowers throughout the year. Tallest of all Floribundas, excellent for the background of a Rose garden or perennial border. An established plant in a sheltered position will go up as tall as 4 ft. or more. Unequaled for colorful, informal hedges and for roadside plantings.

Color . . . buds lively red, open shell-pink.

Flowers . . . resemble red dogwood blossoms in shape and size. Blooms in large clusters in spring and continuously throughout the season.

Plants . . . 3 to 3½ ft., full, abundantly branched.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.15

Another
unusual
Rose in the
Pinocchio
family

... Here are more of
J. & P. *Floribundas*

Imagine... LAVENDER Pinocchio! (Left)

(Plant Patent Applied For)

An entirely new color in Roses! A true clean lavender enriched by a mass of golden yellow stamens. This lovely color changes at various stages.

The masses of tight buds are warm chocolate-brown overlaid by dusty pink. As the buds open, this dusty pink is followed by smoky pink-lavender. Each petal is delightfully frilled and has a clean delicate lavender border. Outer petals are darker than those in the heart of the bloom but when at last the flower is wide open, the colors soften to dainty silver-lavender with faint suggestions of rosy pink. The bright yellow stamens make a lovely contrast at this stage.

Blooms Freely in Lovely Clusters

Each cluster frequently has a dozen blooms, ranging from tight buds to the lovely wide open 3-in. flower. The many buds in each cluster are not out all at once but stage a continuous show of color as new buds constantly open to take the place of the older flowers. Delightful oriental fragrance.

\$2.00 each; 3 for \$5.00;
12 for \$20.00; 25 for \$37.50

Lavender Pinocchio, a true clean Lavender Rose

© J. & P. CO.

HOW TO MAKE ROSE HIP JELLY

Rose hips and dried apples make a jelly of exceptionally delicate flavor. The true gourmet considers Rose Hip Jelly especially fine when eaten with cold meat. (We will gladly send you complete instructions for making Rose Hip Jelly free on request.)

Highlight Your Garden With **HOLIDAY** ... A Striking Two-tone Floribunda

P. A. F.

CLUSTERS OF LARGE BUDS ALL SEASON

This gay new Floribunda is a festive combination of bright warm colors. Generous clusters of large-sized buds are orange-yellow brushed pink on the outside and strong vermillion-red inside.

As the blooms open the strong depth of color gradually gives way to a softer, more blended tone.

Beautifully Blended Tones

The open flowers are lively flame-pink with a clear golden yellow eye at the base of each bloom. The reverse side of the petals is a clear yellow which softens to a buff yellow at the finish. In the

later stages the outside of each petal seems almost silvery and the petal curls back to show the deep pink inner coloring. The blooms are 3 to 3½ in. across.

Vigorous—Masses of Blooms

The plant is strong and vigorous, and the shiny foliage is very decorative. An excellent Floribunda for masses of color in gay contrasting tones. Such coloring in generous clusters gives your garden a true holiday atmosphere all summer long. Rich sweet fragrance is reminiscent of cloves.

\$1.50 each; 3 for \$3.75; 12 for \$15.00;
25 for \$28.15

Holiday

© J. & P. CO.

the famous everybody is talking about

Here's What a Well-Known Garden Editor Says About Floribunda Roses. . .

Floribundas are the wonder Roses for abundant all-season bloom. Whether or not your home grounds provide space for a charming little Rose garden, you can have an abundance of easy-to-care-for Roses that bloom all summer long. These are the Floribundas . . . something of a wonder in the Rose world . . . They are indeed a delight to the busy gardener, for they demand so little care. Sturdy enough to resist common insect pests and diseases, they respond to loving attention with an abundance of beautiful Roses that are decorative outdoors and charming in flower arrangements.

—Millicent Taylor
Garden Editor
Christian Science Monitor



- *Rugged, hardy, vigorous and disease-resistant*
- *Easy to grow anywhere*
- *Everblooming abundantly*

PERMANENT WAVE (Right)

(Plant Patent No. 107)

Did You Ever See a Rose with "Fluted" Petals Like These?

Fascinating rare color and dancing fluted blooms! Named for the delightful crinkling and fluting along the edges of each silky petal. The outside of the petals is a rare cochineal-red, with the inside a shade lighter. The unusual wavy petals show a delightful irregular effect, even in the bud stage, with the fluting more and more pronounced as the flowers open.

Constant Show of Crinkled Clusters

Especially useful for its constant show of beautiful crinkled clusters . . . frequently with as many as 15 blossoms gradually opening on the same stem. The endless display of color and the pleasing irregular effect of the unusual form have won for Permanent Wave a special place in the hearts of all who grow it. Clusters stand up well, staying crisp and fresh in all kinds of weather. \$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.15



Permanent Wave

FOR MASS PLANTINGS

Frequent masses of pleasing colors throughout the garden are the key to success in making your garden more beautiful. Floribunda Roses are ideal for this purpose because their exuberant everblooming habits assure you continuous clusters of lovely pink, yellow, red and white blooms in a wide range of shades and tones. Wherever your garden needs another touch of color, Floribunda Roses will give you better results than any other plant you might select. For best results use Floribundas in groups of 3 or 5 of a kind to give strong color display.

A. GRILLE (Right)

(Plant Patent No. 475)

This brilliant Rose has made for itself an important niche in the Floribunda family. Lively scarlet-crimson . . . large-flowered, similar in flower and growth but several shades brighter than the favorite World's Fair. Truly a "Rose of Tomorrow." Semi-double flowers, 4 to 5 in. across.

Always Holds Color

A. Grille never loses its brilliance, even in the hottest sun. Many customers prefer this dashing red Floribunda to bring warmth and cheer to their gardens. Ideal for beds, borders, and mass plantings where its brilliant color will show to great advantage.

Color . . . brilliant scarlet-crimson; bright in all light. Does not burn or fade.
Blooms . . . large clusters throughout summer.
Habit . . . bushy; very hardy and vigorous; heavy, healthy foliage. 24 in. tall.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.15

© J. & P. CO.

A. Grille



JACKSON & PERKINS CO.
World's Largest Rose Growers

GET THE JUMP ON SPRING.

Your garden will be more beautiful,
do as the experts do . . .

*A Real Prize
in Any Garden!*

PINK BOUNTIFUL

(Plant Patent No. 601)

(Left) You'll prize this lusty Floribunda for its soft pink flowers with their dawn-like glow. Large, lasting clusters a profuse mass of color all summer long.

When fully open, the colorful flowers measure up to 3 in. across, looking like miniature Hybrid Teas. Because of this, Pink Bountiful will go equally well in your Rose beds or in mass plantings. Its profusion of season-long bloom, delightful color and fragrance make it unusual and effective in any location. The ovoid buds are tinted deep reddish pink and unfold demurely into flowers with a buff-salmon-pink heart flushing into a deeper pink at the outer petals. The nutty fragrance adds to its charm when used in flower arrangements or nose-gays. With all its pure delicacy of form and color, Pink Bountiful is hardy, easy to grow and blooms very freely.

Color delightful soft pink.

Bud ovoid, deep reddish pink.

Bloom 3 in. when fully open. Prolific bloomer.

Fragrance nutty, delicate.

Plant vigorous grower with large, dark green, disease-resistant foliage. Medium height; hardy.

\$1.25 each; 3 for \$3.15; 12 for \$12.50;
25 for \$23.45

Continuous-Blooming Rainbow Garden Group

Plant these proved varieties for a lovely color effect from June to October. Ideal in shrub or evergreen borders.

Pink Bountiful (page 14)pink
Chatter (page 10)crimson
Goldilocks (page 11)yellow
Marionette (page 9)white

GROUP #879 **\$4.40**
Value \$5.25 Save 85¢

A Smart Tip for Wise Gardeners

COLOR! COLOR! COLOR! . . . that's what makes a garden outstanding! The more generous you are in filling your garden with color from spring to frost, the more beautiful . . . the more unusual, the effect.

Floribunda Roses give you more color than any other garden flower because they bloom throughout the season in big generous clusters that

seem endless. Every plant is aglow with beautiful pinks, reds, yellows or whites as the everblooming Floribundas continue to produce literally hundreds of blooms even in limited space.

The illustrations below show but a few of the many ways in which Floribunda Roses can help you make your garden more beautiful.

HOW TO USE FLORIBUNDAS IN YOUR GARDEN



PLANT THIS FALL and Get Earlier, Better Roses Next Year!

more colorful next year if you
"Plant Your Roses This Fall!"

GERANIUM RED (Right)

(Plant Patent No. 811)

A Festive "Fire Cracker" Red!

Imagine a Rose the color of a red geranium! That even looks like a geranium and has the same spicy fragrance of a geranium! The 4-in., camellia-like flowers of vivid spectrum-red border on the scarlet of the old-fashioned geranium. Heavily scented with the sweet heady fragrance of rose-geranium, it will brighten your garden or your home with its freshness. When the buds first appear, they are a dark ox-blood red, completely winning your heart as they open slowly, and the tumbled pattern of inner petals shows a brighter color in lovely contrast to the dark buds.

Very unusual. combines the color and fragrance of an old-fashioned geranium.

Vigorous. blooms in clusters and individually on long stems.

Color. vivid spectrum-red bordering on geranium-scarlet.

Fragrance. has a very strong scent of rose-geranium.

\$1.50 each; 3 for \$3.75; 12 for \$15.00; 25 for \$28.15



© J. & P. CO.

Geranium Red



World's Fair

© J. & P. CO.



A "Winner" with Gardeners Everywhere since 1940!

WORLD'S FAIR (Left) First Floribunda Ever to Be An All-America Rose Selection

(Plant Patent No. 362)

The official Rose of the great New York World's Fair, this peerless beauty ranks high in the affection of rosedom. Will be one of the most outstanding Floribundas for many years to come. The deep red, semi-double flowers stand out boldly in your garden. Clusters of 10 or a dozen brilliant blooms on sturdy, upright stems are a dazzling spectacle . . . marvelous for accent points in the flower bed or shrub border. One of those dependable, easy-to-grow beauties that will make your garden the envy of the neighborhood. The color and texture in a mass of World's Fair Floribundas is indescribable! Very large

petals, buds small in comparison with finished flower. Bright cherry-red as flower opens, passing through several darker shades to deep red velvet. Intriguing because of interesting variations in same cluster. This velvety flower against its luxuriant green foliage makes a striking picture in any garden. The double Hybrid-Tea-size flowers are immensely popular everywhere. Exceptionally hardy.

Prolific. . . . continuous clusters of red velvet from spring to frost.

Size. blooms nearly 4 in. across; 18 to 20 petals. Fine for cutting.

Vigorous. . . . bushy; about 30 in. high; magnificent in solid group.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.15

JACKSON & PERKINS CO.

World's Largest Rose Grower

Floribundas

... IDEAL FOR MASS PLANTING

DONALD PRIOR (Left)

(Plant Patent No. 377)

Rich Red Clusters All Season

Depend upon this Floribunda for dramatic color display. Its rugged growth and vivid color make a strong accent in the garden. Plant is aglow with blooms all season; through June, July, August and September its unflagging display of color is amazing. Produces immense clusters of deep red flowers and also has a most gratifying habit of sending out individual flowers all over the bush. This gives the mass color effect more depth and new interest. Airy delicate fragrance, like Damask perfume

Striking with Other Floribundas

Plant grows to a height of 30 to 36 in., with strong, dark green foliage. Effective planted at base of Blaze or Climbing Summer Snow. Also in borders, beds, hedges, etc. Needs no special care or favored location to produce generous blooms.

Color... sparkling red like rare wine.

Blooms... 8-petaled, about 3-in. across, blooms frequently. Does not burn in sun.

Plant... 30 to 36 in. tall. Plentiful, tough foliage. Splendid in masses or hedges.

\$1.25 each; 3 for \$3.15; 12 for \$12.50;
25 for \$23.45

USE FREELY IN BEDS AND BORDERS

For continuous color you can't beat our Floribunda Roses. Blooming in generous clusters from June right through the summer until frost, they give your garden a truly breath taking display because of their unusually free blooms... so generously borne in enormous clusters.

Require Little Care

You don't have to "fuss" with Floribundas or give them the least bit of special attention. Set them out in your garden this fall, following our simple instructions, and next June you will be handsomely rewarded with great masses of flowers. They don't require any special care other than an occasional spraying and fertilizing to keep them healthy and luxuriant.

How to Make Cut Roses Last Longer

Before arranging your Roses, hold the stems under water and make a fresh cut, removing only half an inch of stem or less. Cutting under water will prolong the life of the cut blooms.

Donald Prior

© J. & P. CO.

Rochester

ROCHESTER (Left) (Plant Patent No. 131)

Few Roses Are As Lovely As This . . .

One of the finest of all Floribundas. Very popular with those who know Roses well. Blooms freely in a warm, rich tone. Unfortunately, printer's ink cannot do justice to the soft pastel light yellow tones of this flower... you will like it even better than the shades shown in the picture. Form and color as dependable as the plant is generous.

Free Blooming—Vigorous, Easy to Grow

All season long, Rochester will give you enchanting blooms of almost Hybrid Tea size. No other produces more blooms per plant. A group planting of Rochester is a continuous display of flowers from early June till heavy frost. The bloom is medium large and double, with the breath-taking sensation of an oriental pearl mounted on gold... perfect in Hybrid Tea form. Rochester is remarkably hardy, sturdy and vigorous, with the cluster formation and free-blooming habit that make Floribundas so perfect for masses.

Color... remarkably rich and warm. Unusually delicate.

Blooms... no bush Rose more prolific. Grows 2 ft. tall, often higher.

In Groups... continuous mass of beautiful fragrant flowers.

Flowers... exquisite soft yellow, orange-carminish blush on reverse.

\$1.50 each; 3 for \$3.75; 12 for \$15.00; 25 for \$28.15

Join with 10,500 other amateur gardeners who are enjoying the benefits of the

AMERICAN ROSE SOCIETY

MEMBERSHIP GIVES YOU:

1. American Rose Annual—a 280-page book packed with new and authentic information on rose growing.
2. American Rose Magazine (Bi-monthly)—the only periodical devoted entirely to rose growing.
3. Members' Handbook—roster, consultants, public rose gardens, rose shows and judging.
4. Use of Lending Library.
5. Help on personal rose-growing problems.

Annual dues only \$4.50, or three years for \$13.00. For complete information write Dr. R. C. Allen, Executive Secretary, American Rose Society, Box 687E, Harrisburg, Pa.

SUMMER SNOW (Pl. Pat. No. 416)

Always in Bloom from June through Frost

The most prolific of white Floribundas, with great "drifts" of beautiful large clusters like mounds of snow. The remarkable profusion of heavy flower clusters covers the plant during late June, July, August and September. Summer Snow Floribunda Roses are being used to work wonders in the "white gardens" now so much in vogue, also to accent and blend other colors in the perennial and shrubbery borders. Most reliable to heavily blanket any area you wish with immaculate white. Blooms continuously from early June until frost. Sweet, elusive fragrance. Light green, attractive foliage. Summer Snow planted with World's Fair Floribunda, gives a striking effect in any garden. 20 in. tall.

Prolific...blooms freely from June to frost.
Buds...delicate buff-cream in clusters.
Useful...for hedges and mass plantings.
Flowers...clear white; dainty, 3½ in. across.

\$1.25 each; 3 for \$3.15; 12 for \$12.50;
 25 for \$23.45



*Mounds of Snow
 In Your Garden
 All Season*

EVERBLOOMING SUMMER SNOW FLORIBUNDA. Just about the "perfect" plant for giving your garden and grounds an exciting new look of which you will be proud. Groups of Summer Snow scattered among shrubs and evergreens, or in foundation plantings, will be the envy and amazement of all your friends and neighbors. Blooming so freely, you expect them to wear themselves out, Summer Snow is a continuous mound of white with practically no care at all on your part. Plant them this fall in rich soil and let Nature do the rest!

MOST POPULAR EVERBLOOMING FLORIBUNDAS

The Choicest of Floribundas for continuous array of color from June to frost are offered in this special collection. Great clusters of magnificent, breath-taking blooms. This collection of J. & P. leading Floribundas will give you more garden beauty and enjoyment than any other flower. Plant this Special J. & P. Floribunda collection this fall, for magnificent display next June.

SPECIAL! Floribunda Group

MOST POPULAR EVERBLOOMING FLORIBUNDAS

Fashion (p. 3) ... coral-gold	Marionette (p. 9) ... creamy white
Yellow Pinocchio (p. 4) ... apricot yellow	Chatter (p. 10) ... red
Masquerade (p. 4) ... varicolor	Summer Snow (p. 17) ... white
Donald Prior (p. 16) ... red	<i>Ten plants in all</i>
Betty Prior (p. 10) ... shell-pink	Group # 809
Pinocchio (p. 8) ... salmon-pink	<i>Value \$14.50</i>
Goldilocks (p. 11) ... yellow	<i>Save \$2.40</i>

Only \$12.10

VARIETIES BELOW ARE AVAILABLE ONLY IN LIMITED QUANTITIES

THESE POPULAR VARIETIES CONSISTENTLY IN DEMAND

The 5 varieties listed would normally be given a place of prominence in our catalog but unfortunately our stock for this fall is somewhat limited. Demand would exceed supply if they were illustrated, so we are listing them here as a convenience for those who know their superiority and wish to order them for next year's garden.

MAGIC RED

Pulse-quicken red, in fully double 5-in. flowers that will give you brilliant, resonant spots or borders of perfect color. A single spray will last fully 10 days. The slowly developing blooms, which are produced continuously all season, stand out in the good clear color for nearly two weeks, even in weather as extreme as the August suns of Mississippi. 2½-ft. plants. Disease-resistant.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

ROSE ELFE

So exquisite are the perfect blooms of this strong, hardy Floribunda that one might easily believe that the elves themselves had taken full-sized, perfect Hybrid Tea blooms, multiplied them several times on a single stem and reduced them all to less than half size! The miniature rose-pink buds open to tiny, 2-in., high-centered flowers and offer not only a most attractive garden display but an opportunity for a great many cut flowers. Continuous blooming, June till frost.

\$1.25 each; 3 for \$3.15; 12 for \$12.50;
 25 for \$23.45

SNOWBANK (Plant Patent No. 279)

A delightful white large-flowering Floribunda, growing 20 in. tall. Excellent *en masse* and for the border. Strong, bushy, with thick, healthy foliage. Effective for white massing, very desirable for bouquets and arrangements. Buds are dainty buff-orange. Flower is bluish-white, turning to pure white, semi-single, 3½ in. across; long-lasting and continuous.

\$1.25 each; 3 for \$3.15; 12 for \$12.50;
 25 for \$23.45

CHEER

This is the bright, deep rose-pink form of the prized World's Fair Rose—internationally famous. The ovoid buds are orange-pink to red. In many sections, they approach geranium-red or rose-red. They open to large, ruffled, semi-double blossoms on a compact plant. Large, perfectly formed blooms that are 4 in. across. Sweet fragrance.

\$1.25 each; 3 for \$3.15; 12 for \$12.50;
 25 for \$23.45

RED SWEETHEART (Plant Patent No. 577)

Red Sweetheart! What a thrill for the thousands and thousands who grow and cherish the tiny little pink "Sweetheart" Rose! How many times have you said, "What wouldn't I give for a Red Rosebud like this!" Red Sweetheart has the same dainty, sleek buds but in a rich crimson-carmine hue that holds well when picked in the bud, as Sweetheart Roses always are picked. In sun, the perfect flowers finish deep pink. Now your wish is fulfilled—you can have Red Sweetheart this spring.

\$1.25 each; 3 for \$3.15; 12 for \$12.50;
 25 for \$23.45

THE FIRST OF 17 PAGES PRESENTING TO YOU...

The Loveliest Parade To Be Found in

*Nothing That You Could Plant Could Give
MORE DISTINCTION THAN HYBRID*



Enchantment
An Exceptionally Large
Hybrid Tea Rose

ENCHANTMENT (Left) (Plant Patent No. 737)

Planted Widely Because of Size and Color

Outstanding for size and for its early display of large, stately buds, apricot-tinged outside, deepening to clear yellow at the base. These lovely buds open gracefully with high-centered form, producing huge, long-lasting blooms of entrancing peach-pink color. They attain 6 in. across at maturity, with as many as 35 petals per flower!

A Sensational New Everblooming Rose

It required years of careful breeding by experts to create this truly distinguished Rose for you . . . so be among the first in your neighborhood to display its enchanting beauty! Never without flowers from June to late fall. The plants are vigorous and upright, growing from 2 to 3 ft. high, with a wealth of dark green, disease-resistant foliage.

Color . . . delicate peach-pink inside the large blooms, yellowish tint on the outside.

Buds . . . large, opening gracefully, high-centered.

Fragrance . . . delightfully elusive, yet all-pervading.

Habit . . . guaranteed to bloom repeatedly all summer!

\$2.00 each; 3 for \$5.00; 12 for \$20.00

MISSION BELLS (P.A.F.)

Another 1950 All-America Winner!

An exceptionally beautiful shade of deep salmon-pink changing to a clear shrimp-pink. The full blooms often measure up to 5 in. when open, and retain their brilliant color and fine form to the end. Free-branching plants produce many long-pointed buds. Attractive coppery green foliage is abundant and disease-resistant. Pleasing tea-scented fragrance.

Mission Bells is a Rose of outstanding merit . . . strikingly brilliant in color; large and perfect in form; remarkable for vigor, length of stem and the appearance and texture of its foliage.

\$2.50 each; 3 for \$6.25; 12 for \$25.00

HYBRID TEA ROSES SPOTLIGHT ANY GARDEN!



J. & P. LEADERS
Outstanding new varieties recently introduced by J. & P.

Fashion Pg. 3	Coral-Gold
Enchantment Pg. 18	Pink
Diamond Jubilee Pg. 6	Buff
New Yorker Pg. 2	Non-Fading Red
Rubaiyat Pg. 21	Crimson

GROUP #1009
Value \$9.50 Save \$1.55 Only **\$7.95**

of Hybrid Tea Roses the Whole World!

Your Garden TEA ROSES!

**J. & P. Roses Will Make Your Garden
More Beautiful Than Ever Before**

Roses will give your garden a new stately appearance regardless of whether you plant them in formal beds or simply scatter the plants in among your other flowers. As long as the soil is well drained, plant Roses anywhere and they will make your garden the talk of the neighborhood. You will find them an important and beautiful addition to your garden.

Another 1950 All-America Winner!

CAPISTRANO (Right)
(P.A.F.)

A rich shade of deep, glowing rose-pink that has the unique characteristic of retaining its color without fading throughout the life of the flower, Capistrano is very vigorous and makes large, sturdy plants, each bearing a generous display of large blooms on long, strong stems. Has 36 heavily textured petals, with an open flower full and generous in size. Added to its non-fading rose-pink color, Capistrano has a rich, pleasing fragrance. The bold, upright growth of the plants and the leathery green foliage make this a splendid grower . . . one that you can depend upon for a continuous display of unusually beautiful blooms on a rugged, vigorous plant. After tests in all parts of the country Capistrano has proved itself a new Rose of superior quality and form.

**\$2.50 each; 3 for \$6.25;
12 for \$25.00**

NOCTURNE (Below, Right) (Plant Patent
No. 713)

Bright cardinal-red with dark intriguing shadings of chrysanthemum-crimson. A somewhat lighter but equally beautiful shade even in extremely hot weather.

The bud of this lovely Rose is gracefully long and perfect. Firmly erect on strong stems, it is splendid for cutting and stands up well on the bush. As it opens gradually in your garden, you will have many hours of keen enjoyment in watching this lovely bloom develop. In addition to its other good qualities, it has a mild but very pleasant fragrance. Reports from the official All-America Test Gardens were that the vigorous plants grow quickly and vigorously, developing into sturdy, well-formed bushes.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

How to Make Crystallized Rose

Petals

Boil a simple syrup of equal parts sugar and water until it spins a thread. Allow to cool. When the syrup begins to crystallize, dip Rose petals in it a few at a time.

Spread them out on wax paper. As petals harden, dust with powdered sugar. These candied Rose petals are a delicious confection and may also be used to garnish frosted cakes or ice cream.



Capistrano



JACKSON & PERKINS CO.
World's Largest Rose Growers



Nocturne



Mission Bells



Hybrid Tea Roses

ARE EVERYONE'S FAVORITE



© J. V. P. CO.

Mme. Marie Curie

MME. MARIE CURIE (Left) (Plant Patent No. 727)

Brilliant Yellow—An All-Star Performer

Considered by many to be one of the most satisfactory yellow Hybrid Teas. Mme. Marie Curie will produce a succession of clear yellow Roses in your garden. A good all-season performer; will not fade but remains clear throughout the hottest days. Color deepens in the fall.

Generous in its freedom of bloom, it bursts forth with beautifully formed flowers held proudly on vigorous spreading bushes of medium height. Resembles the old favorite, Mrs. du Pont, but the color is brighter and stems are longer. Disease-resistant foliage is rich and sets off the well-formed flowers in their long succession of handsome blooms.

Color..... clear, dancing yellow; does not fade.

Plants..... excellent bloomer, hardy; 3 ft. tall.

Disease-resistant... not susceptible to ordinary Rose ills.

Buds..... orange, tight, pointed, open slowly.

Origin..... From Jean Gaujard, famous French Hybridizer.

\$1.50 each; 3 for \$3.75; 12 for \$15.00



Do You Enjoy The Thrill of a Garden of Fine Roses?

There is no gardening thrill as great as that of growing roses yourself.



SONATA (Left)

(Plant Patent No. 732)

Truly as beautiful as a symphonic melody. Cochineal-red in spring and fall, in summer lightening to unusual hues of deep, lively pink. The large, fragrant flowers are perfectly shaped, opening gradually from long, pointed buds of intense cochineal-red. Growing proudly erect on long, strong stems, Sonata blooms abundantly from spring to fall.

\$1.35 each; 3 for \$3.40; 12 for \$13.50

TALLYHO (Below)

(Plant Patent No. 828)

A unique and unusually beautiful color. The inside of the petals is always a delightful shade of pink but varies considerably according to the season and in various parts of the country, while the outside of the petals is darker . . . ranging from crimson to cardinal-red. Although it is a bicolor, the contrast is not great but is rather a delicate and completely lovely blending of warm, widely loved colors.

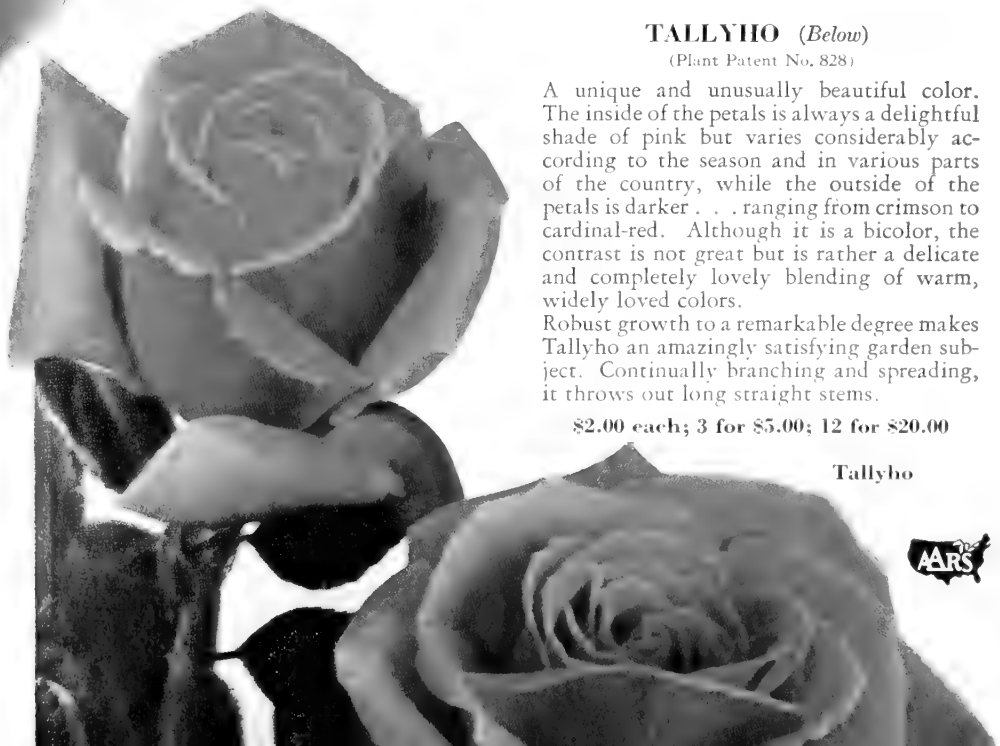
Robust growth to a remarkable degree makes Tallyho an amazingly satisfying garden subject. Continually branching and spreading, it throws out long straight stems.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

Tallyho



Sonata



FLOWER

RUBAIYAT
(Plant Patent No. 758)

Rubaiyat

Produces an Endless Succession
of Extra-Large Blooms

Unchallenged winner of the 1947 All-America Rose Trials. A brilliant red with a profusion of long, graceful buds appearing early in June if planted this fall. As the buds open, releasing their wealth of Old Rose fragrance, a glorious riot of deep, scintillating crimson is revealed in the very hearts of the blooms. And this vivid burst of color is accentuated on the outside of the petals by a delicate tone several shades lighter.

Tough, Luxuriant Growth

Our Rubaiyat plants are luxuriant in growth and have demonstrated their hardy, disease-resistant qualities in all climates. You'll be delighted with the unflagging production of extra-large flowers on these tall, shapely plants. You'll enjoy their glowing warmth, lovely form, and profusion of blooms for years to come!

- Buds long and shapely, with a delicate crimson-pink exterior.
Bloom large, open slowly, a rich crimson to red-Rose color.
Fragrance . . . elusive aroma of old Roses.
Habit extra tall, vigorous, remarkably disease resistant.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

Why Experts Agree That

"Fall is the Ideal Time to Plant Roses"

You will have better earlier blooms next spring if you plant your Roses this fall. This has been proved time and again by experts and amateurs alike. By getting into the ground late in the fall, the plants become established and ready to grow as soon as the weather becomes mild in the spring. Coming to life on the first warm day, the plants suffer no shock but are in place and ready to make a slow, natural growth. More and more, fall planting of Roses is in general practice throughout the greater part of the country because it enables you to enjoy better Roses and you have blooms in your garden several weeks longer.



© J. & P. CO.

SPECIAL OFFER!

An Unusually Fine Collection
at a Substantial Saving . . .

The choice Roses in this group make up the most magnificent collection ever offered. Your garden . . . regardless of whether it is large or small . . . will literally glow with unsurpassed beauty next June if you order this group now. Each variety is perfect; each an improvement over any previous Rose of the same color and type. The personal satisfaction and pride that will be yours when you see these Roses in your own garden is indescribable. Treat yourself to the finest collection we can offer . . . and save yourself money at the same time!

SPECIAL J. & P. GROUP

One Each of Eight of Jackson & Perkins
Outstanding Recent Introductions

- | | |
|-------------------------------|----------------|
| Fashion (p. 3) | coral-gold |
| Diamond Jubilee (p. 6) | buff |
| New Yorker (p. 2) | sparkling red |
| Red Pinocchio (p. 9) | red Floribunda |
| Enchantment (p. 18) | peach-pink |
| Rubaiyat (p. 21) | brilliant red |
| Eclipse (p. 31) | yellow |
| Mary Margaret McBride (p. 25) | coral-pink |

GROUP #839 Value \$13.85 Only \$11.55
Save \$2.30

JACKSON & PERKINS' MODERN UNIVERSAL FAVORITES . . .

Always Among The

You'll Save

**All Twelve Plants
shown in color**

GROUP \$13.50
#899

Value \$16.20

You Save \$2.70

Eclipse. (Pl. Pat. 172.) The "Streamline Rose," most popular and best of all yellow Roses. Distinctive sleek, tapering buds. Best national all-purpose yellow. Abundant bloomer. Vigorous branching plants, 24 to 30 in.

Signora. (Pl. Pat. 201.) Buds warm brownish orange, opening to lighter mandarin and salmon. Foliage rich, glossy dark green. Tall, vigorous growth. Very fragrant. 30 to 36 in.

Countess Vandal. (Pl. Pat. 38.) Acclaimed most artistic bloom in roseland. Copper, bronze and pink, flooded with gold. Reflex of silver. Most widely used exhibition Rose. Very effective in table arrangements. 24 to 30 in. high.

Sonata. (Pl. Pat. 732.) Cochineal-red in spring and fall, in summer lightening to unusual hues of deep lively pink. Outside of the petals is several shades darker than inside. The large flowers are perfectly shaped, opening gradually from long pointed buds. 3 ft.

Any variety

McGredy's
Sunset

\$1.35 each;

Countess

White
Briarcliff

**EVERY ROSE ON THESE PAGES
GUARANTEED TO LIVE AND BLOOM**

Top Favorites of Gardeners Everywhere!

POPULAR VARIETIES, COLORS, TYPES

You see on these pages some of the best, the most popular, the most profuse of our Modern Roses. They will give you more color, more flowers, more pride and satisfaction than any other

type of plant you might select. Choose the ones you like best and order them now for planting this fall. You'll then enjoy larger, healthier blooms early next season.

Rome
Glory

©
J. & P.
CO.

Money on These Specially Selected Groups

All Seven Plants
on opposite page

GROUP #909 **\$7.90**

Value \$9.45

You Save \$1.55

All Five Plants
on this page

GROUP #919 **\$5.65**

Value \$6.75

You Save \$1.10

Three Plants
DICKSONS RED, ECLIPSE,
K. T. MARSHALL

GROUP #929 **\$3.40**

Value \$4.05

You Save 65c

Dicksons Red. (Pl. Pat. 376.) This glowing scarlet-red Rose "has everything"—flashing color; large, high-centered form; rich fragrance; abundant, continuous bloom; strong, sturdy bush.

White Briarcliff. (Pl. Pat. 108.) Pure white Hybrid Tea. A bride's favorite Rose. Sleek, graceful buds. Brings forth a wealth of perfect bloom all season long. 24 to 30 in.

McGredy's Sunset. (Pl. Pat. 317.) Tinted with delicate orange and rich scarlet. Best loved of the Irish Roses. Sweet fresh fragrance. 30-in. plants.

Katherine T. Marshall. (Pl. Pat. 607.) Grows vigorously. Warm glowing pink. Its strong pink blooms stand clear and free from plants nearby. Sometimes reaches a height of 4 ft.

Hector Deane. (Pl. Pat. 361.) Unusual vibrant color. Noted for unsparing fragrance. Perfumes whole garden. Rampant grower. Pointed buds. Artistic petal formation. Tall, stately, 30-in. plants.

Rome Glory. (Pl. Pat. 304.) An aristocrat of red Roses, among the largest in rosedom. Borne freely on extra-long stems, keeping marvelously in bouquets. Superb fragrance, most prized of all Roses at the florists. 3 ft.

Prima Donna. (Pl. Pat. 639.) Glorious deep salmon suffused with pink. Provides a generous supply of artistic buds and blooms for bouquets! Blooms continuously from mid-June all through summer and fall. 3 ft.

Crimson Glory. (Pl. Pat. 105) For many years the most popular red Rose! Big, beautifully formed blooms of deep, vivid crimson, held proudly high on vigorous bushes. The foliage is healthy and profuse, forming an ideal base for these perfect blooms. Fascinating fragrance. Winner of many medals and honors. 3 ft.

on these pages:

3 of one kind **\$3.40**

12 of one kind **\$13.50**



K.T. Marshall

Hector
Deane

©
J. & P. CO.

Prima Donna

©
J. & P.
CO.

Crimson
Glory

©
J. & P. CO.

©
J. & P. CO.

HERE'S AN UNUSUALLY FREE-BLOOMING HYBRID TEA!

Noted for Bright Colors
and Clusters of Buds...

Fantasia

FANTASIA

(Plant Patent No. 590)

The sparkling cheer of yellow daffodils in spring! Continuously throughout the summer and fall, Fantasia miraculously buries itself in clusters of bright yellow, pointed buds that almost cover the plant at times. Gradually each bud opens, showing a rich deep yellow center fading to soft pale yellow at the edge of each downy petal as the flower ages.

Radiant Color—Always in Bloom

Wide, flaring and star-like, the outer petals roll back as the flower develops. The general effect of this remarkable combination of rich color and delicate form is impossible to describe. Added to the extravagant display of bloom, it is the loveliest and most generous of yellow Hybrid Teas.

Clusters of Buds Like a Floribunda

Sparkling, always abundant, Fantasia is truly an outstanding Hybrid Tea that you can rely on for fabulous masses of bloom in this radiant golden color. So rugged and so abundant with bloom that many experienced gardeners consider this a Floribunda. Although it is actually a Hybrid Tea and will be easily recognized as such for its lovely form, it has the rugged characteristics of a Floribunda, particularly in its profusion of trim pointed clusters of buds.

Buds... delightfully sleek, pointed, bright golden yellow.

Blooms... medium sized, high-centered, exquisite form; 30 to 35 satiny petals, with a silvery sheen outside. Lightens to creamy yellow.

Perfume... unique, wild-rose fragrance.

Habit... very hardy, bushy plants about 30 in. tall; disease-resistant. Bloom in great abundance early, and rebloom all summer and fall.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

THESE VARIETIES AVAILABLE ONLY IN LIMITED QUANTITIES

MAGNIFICENT FORM STRIKING COLORS

Order While Supply Lasts

Every one of these Roses is so outstanding that it has been offered in our catalog for many years. Unfortunately, our supply is limited, so we cannot illustrate them.

The very fact that they are only listed indicates their superiority and popularity. You can order any of them with confidence that they are real "leaders." Every plant is 2 years old, field grown, of absolute top quality and size, guaranteed to live and bloom in your garden next year. Order this fall and let them become well established. Next spring they will be ready for a rugged, healthy growth as soon as the weather becomes mild. You will have earlier, bolder blooms, and you will be enjoying some of our most beautiful varieties.



HORACE McFARLAND

(Plant Patent No. 730)

Ranges from orange-pink in the bud through apricot-pink and salmon-buff to coral-pink in the full-open bloom. Flowers are produced very freely throughout the entire season, on sturdy, healthy, well-balanced plants with large, leathery, rich dark green foliage. All-America winner, 1945.

\$1.50 each; 3 for \$3.75;
12 for \$15.00

CYNTHIA BROOKE

(Plant Patent No. 551)

Exceptional coloring in a lovely range of pink and yellow. From the striking salmon-orange bud to the pinkish-orange buff-yellow of the mature bloom, Cynthia Brooke is constantly attractive. A Rose gem of surpassing loveliness and perfume, in an entirely different and unique color combination.

\$1.50 each; 3 for \$3.75;
12 for \$15.00

MIRANDY

(Plant Patent No. 632)



Long, ovoid buds of a rich, warm red that brings unusual brilliance to bouquets and table arrangements. Blooms are large, very double (40 to 50 petals), maroon-red, freely borne. A seedling of the well-known Charlotte Armstrong.

\$1.50 each; 3 for \$3.75;
12 for \$15.00

GLOAMING

(Plant Patent No. 137)

An outstanding pink Rose for exhibition blooms. In it seems to be reflected the breath-taking beauty of the last fleeting rays of a perfect autumn sunset. Gloaming does not require pampering, sturdy, tall, not afraid of the toughest winter. A favorite cut-flower variety that is a "must" for every Rose lover.

\$1.50 each; 3 for \$3.75;
12 for \$15.00

ETERNAL YOUTH

(Plant Patent No. 332)

The clearest of all pink Roses, its sparkle and beauty embody all the name typifies. Its fragrance, perfect form and long stems make it a real favorite. Admirable for cutting; very free-blooming, easily grown. The slim, graceful buds gradually open to classic 4 and 5-in. flowers, superb in form.

\$1.50 each; 3 for \$3.75;
12 for \$15.00

FLAMBEAU

(Plant Patent No. 374)

Flambeau is a vivid, vibrant, rich scarlet with shimmering velvety sheen on inside of petals. Exuberant in growth and most generous in bloom. Sets the garden aflame with compelling color that wins the admiration of all; the tone lightens somewhat in midsummer. Tall, 2½ to 3 ft.; hardy, very vigorous. One of the last Roses to bloom in fall.

\$1.50 each; 3 for \$3.75;
12 for \$15.00

F-49 Jackson & Perkins Co.*World's Largest Rose Growers* · NEWARK, NEW YORK STATE

Name _____ Date _____

Print clearly All members of same household should order under one name.

Street (or R. D.) _____

City _____ Zone No. _____ State _____

Express Office _____

*(If different from P. O.)***SPECIAL SERVICE**—As urged by customers, we shall send another variety of same color and quality, should we be out of one you order. If you do NOT wish this, please mark "X" at right and a refund check will be sent instead ☐

Amount Enclosed

\$ _____

Check ☐ Money Order ☐*Do not write in above space***Order Early**

Send remittance in full with your order. We do not ship C. O. D.

Item No.	Quantity Wanted	HYBRID TEA ROSES	TOTAL PRICE	Item No.	Quantity Wanted	HYBRID TEA ROSES, cont'd	TOTAL PRICE	Item No.	Quantity Wanted	FLORIBUNDAS	TOTAL PRICE
3		Brandywine		504		Taffeta		100		A. Grille	
509		Capistrano		507		Tallyho		101		Betty Prior	
4		Charlotte Armstrong		508		Valliant		123		Chatter	
5		Countess Vandal		57		Waves		103		Cheer	
6		Crimson Glory		44		White Briarcliff		104		Donald Prior	
7		Cynthia Brooke		45		Zulu Queen		128		Fashion	
500		Diamond Jubilee				Group # 829 \$6.00		124		Geranium Red	
8		Dicksons Red				Group # 839 11.55		105		Goldlocks	
9		Eclipse				Group # 849 8.20		126		Holiday	
58		Enchantment				Group # 889 7.40		127		Lavender Pinocchio	
10		Eternal Youth				Group # 899 13.50		118		Magic Red	
11		Fantasia				Group # 909 7.90		108		Marionette	
12		Flambeau				Group # 919 5.65		129		Masquerade	
505		Forty-niner				Group # 929 3.40		120		Permanent Wave	
13		Gloaming				Group #1009 7.95		109		Pink Bountiful	
14		Greer Garson				Group #1059 9.60		110		Pinocchio	
15		Hector Deane						125		Red Pinocchio	
16		Horace McFarland				COMMON ROSES		122		Red Sweetheart	
17		K. T. Marshall	63			Christopher Stone		111		Rochester	
18		Mandalay	62			Condesa de Sastago		112		Rose Elfe	
20		Mary Marg. McBride	65			Duquesa de Penaranda		114		Snowbank	
21		McGredy's Sunset	68			Etoile de Hollande		115		Summer Snow	
506		Mme. Henri Bonnet	71			K. A. Viktoria		116		World's Fair	
26		Mme. Marie Curie	73			McGredy's Yellow		130		Yellow Pinocchio	
23		Mirandy	76			Mrs. P. S. du Pont				Group #789 \$5.00	
27		Miss America	77			Mrs. Sam McGredy				Group #799 5.00	
510		Mission Bells	92			Numa Fay				Group #809 12.10	
28		Mrs. Miniver	80			Poinsettia				Group #819 6.65	
29		Neige Parfum	81			Fres. H. Hoover				Group #879 4.40	
501		New Yorker	83			Fres. Macia				CLIMBERS	
502		Nocturne	83			Radiance		163		Aloha	
32		Panorama	84			Red Radiance		140		Blaze	
33		Peace	85			Soeur Therese		157		Clbg. Crimson Glory	
54		Pedralbes	86			Talisman		141		Clbg. Summer Snow	
55		Prima Donna	95			The Doctor		144		Clbg. Dr. J. H. Nicolas	
35		Rex Anderson				Group #939 \$10.00		142		Clbg. World's Fair	
36		Rome Glory				Group #949 3.35		145		Doublons	
59		Rubaiyat				Group #959 6.70		146		Golden Climber	
503		San Fernando				Group #969 8.35		148		King Midas	
511		Serenade						149		Mercedes Gallard	
41		Signora						150		New Dawn	
42		Sonata						151		Paul's Scarlet	
60		Sunset Glory								Group #859 \$7.80	

TOTAL AMT. FOR THIS PAGE \$ _____

TOTAL

\$

TOTAL

\$

CONTINUED ON NEXT PAGE →

SEE SUGGESTIONS
ON OTHER
SIDE

Christmas Gift Order Blanks

USE TO INSURE PROPER HANDLING OF YOUR GIFT ORDER

Minimum order \$3.00 each

Please include 25c handling charge for each Gift Order

Total Enclosed for Gifts

\$ _____

☐ Check ☐ Money Order

Christmas Gift Order Blank

JACKSON & PERKINS CO., Newark, New York

World's Largest Rose Growers

Send following to _____

Street _____

P. O. _____ Zone _____ State _____

QUANTITY	GIFT SUGGESTION GROUP NUMBER	PRICE
		\$

My Name _____

Street _____

P. O. _____

Zone _____ State _____

Amt. enclosed
for this gift

\$ _____

☐ Check
☐ Money Order

Christmas Gift Order Blank

JACKSON & PERKINS CO., Newark, New York

World's Largest Rose Growers

Send following to _____

Street _____

P. O. _____ Zone _____ State _____

QUANTITY	GIFT SUGGESTION GROUP NUMBER	PRICE
		\$

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Zone _____ State _____

Amt. enclosed
for this gift

\$ _____

☐ Check
☐ Money Order

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		\$

My Name _____

Street _____

P. O. _____

Zone _____ State _____

Amt. enclosed
for this gift

\$ _____

☐ Check
☐ Money Order

Christmas Gift Order Blank

JACKSON & PERKINS CO., Newark, New York

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Street _____

P. O. _____ Zone _____ State _____

QUANTITY	GIFT SUGGESTION GROUP NUMBER	PRICE
		\$

My Name _____

Street _____

P. O. _____

Zone _____ State _____

Amt. enclosed
for this gift

\$ _____

☐ Check
☐ Money Order

Free to your friends at Christmas . . . this
beautiful Rose Souvenir for each Gift Order
of Rose Plants you wish sent them next spring.



Christmas Gifts Supreme!

Just pick out the plants you would like to give—and we will send them to your friends in time for spring planting. And at CHRISTMAS-TIME we will send each of them, **FREE**, this exquisite, handmade Rose (in a lovely transparent container, as shown here) with a holiday greeting card on which we will fill in your name—as a token of the real Rose plants they are to get as a gift from you!

At Christmas, your friends will receive this

Free Token Rose Souvenir

In the spring, at planting time, they receive
your gift of any plants you have chosen



ORDER EARLY

This J. & P. "Roses for Remembrance" idea has gained tremendous popularity the country over. We will be literally swamped with orders. But we will do our utmost to fill every one of them. However, to make sure that you are not disappointed please send in your order as soon as possible. Still better, why not make up your gift-list NOW—while the thought is fresh in your mind? Send the enclosed order blank TODAY! No orders accepted after December 15, 1949.

A Unique Gift Your Friends Will Cherish for Years!

Imagine the thrill these gifts will bring! Not only at Christmas-time, when your friends and loved ones will receive their beautiful Souvenir-Rose—but also

in the spring, when the Rose plants themselves will be sent, all ready to grow. And year after year, the gorgeous blooms will be lasting reminders of your gifts.

HERE ARE SOME GIFT SUGGESTIONS:

X-39—Two Most Popular Hybrid Teas— 1 New Yorker, red; 1 Diamond Jubilee, buff.	\$4.00
X-40—1 Floribunda, FASHION, coral-gold. 1 Hybrid Tea, Valiant, red.	4.00
X-41—2 Hybrid Teas—1 Serenade, pink; 1 Eclipse, yellow.	3.35
X-42—1 Rubaiyat, red; 1 Neige Parfum, white.	3.00
X-43—1 Mary Margaret McBride, pink; 1 New Yorker, red.	3.50
X-44—Special J. & P. Group Offer, see page 21.	11.55
X-45—3 New Floribundas—1 FASHION, coral-gold; 1 Masquerade, vari-color; 1 Yellow Pinocchio, apricot-yellow.	5.50
X-46—1 Pinocchio, salmon; 1 Lavender Pinocchio, lavender; 1 Red Pinocchio, red; 1 Goldilocks, yellow; 1 Marionette, white.	7.50
X-47—Climber Group—1 Aloha, pink; 1 Climbing Summer Snow, white.	4.25
X-48—1 Tree Rose, your choice of red, yellow, pink.	5.00

Please Use Special Christmas Order Blank
Additional Gift Blanks Will Be Sent Gladly on Request

HERE'S ALL YOU HAVE TO DO:

1. Make your selection of gift plants from the favorites listed at the right. Or, if you prefer, choose any plants or groups listed in the catalog. On this offer, each gift order must be for at least \$3.00.



2. Fill out NOW the special Christmas Order Blank enclosed with this catalog.



3. Just before Christmas we will send out the free souvenir packages, containing the beautiful Token-Rose, with a holiday greeting card. The greeting card opens up to form a holiday Gift-Certificate, listing your name and that of your friend. It tells the names of the plants (NOT THE PRICES) and states that they will be sent later, in time for spring planting.



4. In the spring, at the proper planting time, we will send the plants prepaid to those to whom you have presented them. They will be in perfect condition, all ready to start growing as soon as they are planted. In the summer and fall, year after year, your friends will continue to enjoy your gift. And they'll appreciate your thoughtfulness in choosing this unique way to remember them at Christmas.

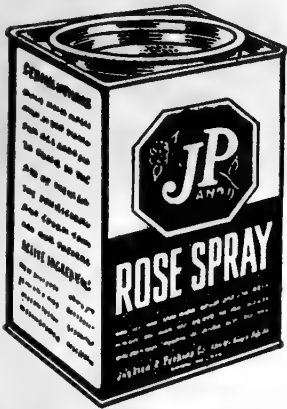


Jackson & Perkins Co.

World's Largest Rose Growers

NEWARK, NEW YORK • THE ROSE CAPITAL OF AMERICA

Effective—Easy-to-use



A COMPLETE
ALL-IN-ONE

ROSE SPRAY

CONTROLS:

Chewing Insects
Sucking Insects
Fungous Diseases

Ideal to Protect Roses this Fall,
Have Better Blooms Next June!

Now you can control the 3 worst rose enemies WITH-OUT using 3 different materials! This new all-purpose ROSE SPRAY does the whole job by itself. Contains rotenone, D.D.T., Fermate, sulphur, and other reliable ingredients. Controls blackspot, mildew, aphids, and other common rose ills. Also a deterrent to Japanese beetles and rose chafer.

No other pesticide contains this exclusive up-to-the-minute J. & P. formula all in ONE easy-to-apply formula! Our Research Department found this to be the best possible material you can use to keep your roses clean and healthy. Simple to use: just mix with water and apply.

4 ozs. Enough to treat 24 plants a whole season . **\$1.50**
1 lb. Enough to treat 100 plants a whole season . **\$4.75**
5 lbs. Enough to treat 500 plants a whole season . **\$16.00**

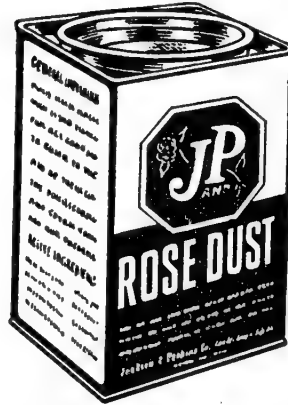
(Shipped to you postage prepaid)

NEW J. & P. PESTICIDES

Sold only by Jackson & Perkins Co.

Kill Insects and Diseases this Fall for Better Roses Next Year

See Winter Protection of Roses (page 46)



A COMPLETE
ALL-IN-ONE

ROSE DUST

Gives 3-Way Control

Ideal for Fall Protection

Contains the same effective ingredients as the ROSE SPRAY only in dry, powder form. No mixing, no solutions to bother with. Simply dust roses *lightly*. This amazing

new preparation will keep your bushes clean and healthy.

Chewing insects, sucking insects, and plant diseases need no longer bother you. Also a deterrent to Japanese beetles. Works with any duster.

1 lb. Enough to treat 6 plants a whole season . **\$1.25**
4 lbs. Enough to treat 24 plants a whole season . **\$4.50**
24 lbs. Enough to treat 150 plants a whole season . **\$22.50**

(1 and 4 lbs. shipped postage prepaid;
24 lbs. shipped express collect)

Christmas Gifts for Gardeners!

ORDER EARLY... DO YOUR CHRISTMAS SHOPPING NOW!

IDEAL SPRAYER FOR SMALL GARDENS

Dobbins Sprayer



Continuous Spray—
Easy to Use

Any Real Gardener Will Welcome this
as a Christmas Present

This hand Sprayer has a capacity of 2 quarts. Inexpensive, yet has many features found only in larger and more expensive Sprayers. Tank and pump are of heavy 26-gauge galvanized steel; pump rod is of extra thickness and weight. Easy to use. Slight pressure on the handle produces a continuous spray, which is atomized by a patented whirl-spray brass nozzle. A new style easy working air valve makes operation smooth. Shipped complete, all ready to use.

Postpaid **\$2.75 each**



HAND SPRAYER

Postpaid
\$3.25 each

Easy-to-use, clean and efficient, yet sturdy and economical. Holds a quart of solution. Metal parts for long life; brass and copper spray rod and nozzle. Easy to clean. Simply pump with one hand while you direct the spray nozzle under and behind your rose plants... enveloping all the foliage in a mist of spray solution.

DOBBINS GARDEN DUSTER



Postpaid
\$1.75 each

An excellent Duster that has proved itself superior after extensive tests. Unique patented features and rugged construction make this ideal for those who prefer dusting. Convenient, too, because you can leave the Duster filled and ready to use... Simply pick it up and use it whenever necessary. No mixing, no solutions. This Duster should last a lifetime.

Ideal Christmas Gift for Rose Lovers! THE FIRST NEW ROSE BOOK IN 12 YEARS!

Everything You Want to Know About Growing Roses

A Complete Step-by-Step Guide, 218 Informative Pages.
32 Pages in FULL COLOR. Many "How-To" Drawings

By Dr. R. C. Allen, the Noted Rose Authority

Here, in one big brand-new book, is a complete guide to growing roses—brought to you by Dr. R. C. Allen, one of America's foremost rose authorities. Whether you grow five roses or five hundred, this book will show you how to get breath-taking results in your garden! Contains 218 pages of authoritative information.

"Roses for Every Garden" has 32 pages in vivid FULL NATURAL COLOR, and the clear text is illustrated by many drawings and diagrams. Dr. Allen covers every conceivable phase of rose growing. How to select roses; how to prepare the soil; how to plant and transplant; how to prune, cut, disbud, and train; how to protect roses in winter; how to exhibit and arrange; how to propagate and hybridize, etc. The partial list of contents at right will give you some idea of the value of this big book.

For Beginner and Expert Alike

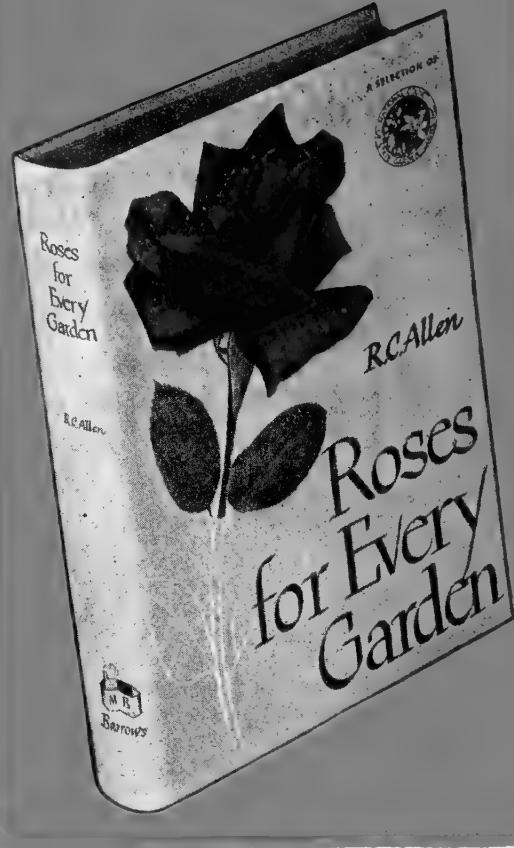
Every word of advice is practical, because it comes right out of the author's wealth of experience. It is packed with sound common sense and horticultural information, and is written so clearly that a beginner can easily follow it; yet it is so complete that an expert can profit from it. This new book has been recommended by the National Council of State Garden Clubs, AND IS THE FIRST BOOK TO BE SO HONORED!

With this complete, authoritative, up-to-date book at your elbow, you just can't help having beautiful roses. Will pay for itself many times over. Send for your copy today.

Postpaid \$3.50

About the Author

Dr. R. C. Allen is Secretary-Editor of the American Rose Society. He received his A. B. at Massachusetts State College and Ph.D. at Cornell University where he later taught in the Department of Floriculture and was Supervisor of The Rose Test Gardens. He is Chairman of Horticulture for the National Council of State Garden Clubs, Inc.



Any Lover of Flowers Will Welcome this
Authoritative, Practical Rose Manual

PARTIAL CONTENTS

BUSH ROSES: Hybrid Teas • Floribundas • Polyanthas • Perpetuals • Shrub • Old-Fashioned • Miniatures • Tree or Standard — CLIMBING AND TRAILING ROSES: Large-Flowered • Everblooming • Climbing Hybrid Teas and Polyanthas—FIRST ROSE PLANTINGS: Location, Formal and Informal Plans • Garden Walks • Color effects • Best Stock—SOILS, PLANTING, TRANSPLANTING: Acidity • Alkalinity • Time to Plant—CARE: Fertilizers • Hunger Signs • Watering • Mulching—PRUNING, CUTTING, DISBUDDING—PROTECTION: Soil Mounds • Safety for Climbers • Tree Roses • Rodents—SPRAYING AND DUSTING—INSECTS, THE COMMON EIGHT—DISEASES, THE BIG FOUR—SPECIAL CLIMATES: Florida • Gulf Area • Arid Regions • California—PROPAGATION AND HYBRIDIZATION: Cuttings • Layering • Budding • Breeding—EXHIBITING—FUN WITH ROSES: Arrangements • Cor-sages • Rose Beads • Potpourri • Public Rose Gardens.

For the Gardener at Christmas...

J. & P. WATERING TOOL... Works Like Magic

The perfect way to water roses!
Easy to use!

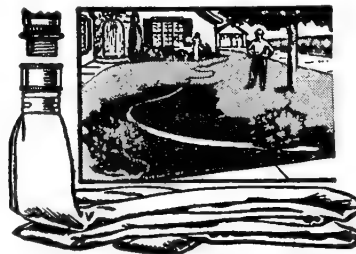
Weights only one-half pound
Directs a gentle flow of water—of full pipe volume—underneath foliage and to back of flower beds, to soak deep around roots. No splashing. Does not wash top soil nor uncover roots. This Tool will easily deliver a generous flow of water to any part of the garden. Excellent for small gardens where space is limited or for large ones where it ordinarily takes a long time to water thoroughly.

Postpaid \$3.50 each



SOIL SOAKER

Like all-night rain, the water seeps through the pores of the treated, mildew-resistant, self-cleaning canvas hose over its entire 12-ft. length—no spray, no wash, no waste, no wetting leaves of plants. Connect to hose, turn on water, let it go! Fine for lawns, too. The slow seepage of water permits deep, thorough watering over a large area.



Postpaid \$2.10 each

Jackson & Perkins Co. 1 Rose Lane
Newark, New York State

**A LEADER
WITH THE BEST GARDENERS
SEASON AFTER SEASON!**

MARY MARGARET McBRIDE

(Plant Patent No. 537)

The All-America Winner For 1943

An outstanding clear deep coral-pink Rose with a remarkable record of fine performance in gardens all over America. The perfect double blooms are large and high-centered, with shimmering gold at the base of the rich coral-pink petals.

Well-Formed Buds—Blooms 5 in. Across

The buds are large and well formed, standing proudly on strong sturdy stems. Gradually each bud opens and for a period of several days you will have the priceless thrill of watching the miracle of nature unfold as this lovely flower develops to its glorious maturity. The bloom is 4 to 5 in. across, with perfection of form and color at all times. Very generous bloom in spring, continues freely until frost.

Buds... pointed, coral-pink, opening gradually.

Blooms... large, always high-centered, very beautiful at all stages, a lovely exhibition Rose.

Honored. All-America award for 1943. Created by our own Dept. of Plant Research under Dr. Nicolas.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

Valiant

© J. & F. CO.



Mary Margaret McBride

VALIANT (Left)

(Plant Patent Applied For)

A bold red Hybrid Tea with a particularly lovely bud that proudly displays its perfection of form. Standing erect on strong stems, the bud seems anxious to call attention to itself... so proud of its superiority. The equally lovely bloom is a luminous crimson, becoming bright red as the flowers open. The first two outer petals reflex gracefully, rolling back like languid velvet. The bloom is high-centered and bold in its color and erect manner. Frequently measures 5 to 6 in. across. A true aristocrat.

A hardy, vigorous grower with blooms that you can depend on for outstanding performance in your garden next summer. In addition to its lovely form and color, it has a marked fragrance appropriate for so strong and rich a Rose. Perfectly hardy and vigorous, Valiant can be planted this fall with absolute confidence that it will add a new note of splendor to your garden.

\$2.00 each; 3 for \$5.00;
12 for \$20.00



The Tree Rose is truly the crowning glory of the plant world. Outstanding varieties of modern Hybrid Teas are grafted onto 3 1/2-ft. stems of a special understock. This gives you the Queen of flowers right at eye level.

So stately, so dignified... they make informal gardens more radiant, small gardens more intimate and formal gardens more magnificent. Order now for delivery after January 1. See page 32 for colors and prices.

ALL J. & P. ROSES ARE
GUARANTEED TO LIVE
AND BLOOM

IS *Your*
AMONG THESE

MME. HENRI BONNET (Left)

(Propagation Rights Reserved)

Flawless form in an exquisite Rose of deep salmon-pink overlaid soft golden orange. Remarkably long-lasting qualities add to its usefulness as a cut flower. The "chic" bud is long, slender and graceful. Darker in color, it quickly reveals unusual perfection as the flower develops and the waxy firm petals reflex, curling back at the outer edges to show soft tones inside the petals in contrast to the darker outside. Your admiration will become utter amazement and humility as the rich pink of the inner petals in the center of the bloom begins to show. The wide flaring outer petals lighten imperceptibly to a delicate silvery pink with deeper veinings.

At all stages from the partially open bud to the completely developed flower, the outer edge of each petal rolls back, touching the larger petals beyond it. The overall effect is that of a perfect waxy rosette. Remains firm, never loses fresh crisp texture.

One of the finest garden Roses for cutting because it has especially long, strong stems. If cut and conditioned properly the blooms will last for an amazingly long time in the house. The upright, 2 to 3-ft. bush is hardy, a characteristic derived from the wild Nutchka Rose of Alaska. The young new foliage has the attractive rich bronze of red barberry.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

Mme.
Henri
Bonnet

FORTY-NINER (Lower Left Corner)

(Plant Patent No. 792)

A noteworthy bicolor of brilliant rich contrast. The outside of the petals is dazzling chrome-yellow, sometimes overlaid with pink, changing to straw-yellow in the open bloom. This yellow color is most evident in the bud. The inside face of the petals is a vivid orient-red changing to cherry-red with age. These glowing colors draw attention and admiration at first glance.

The long-pointed, delightfully formed buds open into unusually well-shaped flowers with mild, pleasing fragrance. Blooms lasting and beautiful until the last petal drops.

Noteworthy...exceptionally strong, beautiful bicolor.

Budslong, pointed and delightfully formed, developing into well-shaped, fragrant blooms.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

© J. & P. CO.

Mandalay

© J. & P. CO.

Forty-
Niner

AARS

FAVORITE COLOR HYBRID TEAS?

SUNSET GLORY (Right)

(Plant Patent No. 738)

All the warmth and color of an autumn sunset are concentrated in the yellow, pink and bronze tones of this delicately tinted bloom. The experienced Rose grower will recognize this as a richer, more colorful sport of the great favorite, McGredy's Sunset. The golden yellow buds are suffused with soft pastel pink, opening slowly into graceful but luxuriant 4 to 5-in. blooms of glowing golden yellow. The sheen of dusty rose-pink laid over each petal makes a gorgeous sunset combination of yellow and pink. Many lovely flowers will be yours throughout the season on strong plants of medium size. The beautiful pastel colors of Sunset Glory make a splendid showing in the garden and also lend themselves well to many interesting combinations for bouquets. Like all other J. & P. Roses, they are guaranteed to live and bloom in your garden, giving you infinite loveliness and warm color.

Colorful... golden yellow overlaid dusty rose-pink.

An improved McGredy's Sunset.

Buds... yellow, suffused with pastel pink, open slowly.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

CRIMSON GLORY (Below)

(Plant Patent No. 105)

Consistently one of the most popular Hybrid Tea Roses in the country. Beautifully formed blooms of deep vivid crimson, held proudly erect on 30-in., luxuriant, vigorous bushes. The buds, deep red with an almost black tip, are urn-shaped and gradually unfold into full, high-centered blooms of perfect form. Completely captivating fragrance... so sweet and refreshing that you just can't get enough of it.

\$1.35 each; 3 for \$3.40; 12 for \$13.50



Sunset
Glory

JACKSON & PERKINS CO.
World's Largest Rose Growers

Crimson Glory



GROUP #889

1 Each of the 5 on these
pages

Mme. Henri Bonnet
Forty-Niner
Sunset Glory
Mandalay
Crimson Glory

Value \$8.85
Save \$1.45
Only

\$7.40

MANDALAY (Below, Left)

(Plant
Patent
No. 775)

Largest of all yellow Roses; flowers as big as 6 in. across... gigantic beauties! The long, pointed bud unfolds into a very large, high-centered bloom of clear, pure gold which remains undimmed throughout the life of the flower. The 40 petals are long and firm and of smooth texture. About 3 ft. tall. Very free-blooming; resistant to sun, rain, heat and disease. A hardy, prolific grower that will reign in eye-filling splendor all summer long. Always in bloom, always outstanding. If you could have but one yellow Rose in your garden, Mandalay should be your choice. Has everything you could want and grows luxuriantly everywhere.

\$2.00 each; 3 for \$5.00;
12 for \$20.00

J. & P. Roses
give your
garden more
color!!

Mrs. Miniver



© J. & P. CO.



Rex
Anderson



Miss America

MISS AMERICA (Pl. Pat. No. 264)

A milk-and-honey Rose . . . delicate flesh tints touched lightly with soft tones of salmon and gold. Noted particularly for its large, unusually full-petaled blooms, each having an average of 65 petals.

Miss America deserves a special place in any Rose garden because of its unique pastel coloring and its unusually large bloom . . . each season sees its popularity increase as more and more Rose lovers learn of its delicacy and charm. Truly a Rose to please the connoisseur.

Very vigorous and hardy, with rich, heavy, disease-resistant foliage 24 to 30 in. high. Winner Certificate of Merit, A.R.S. (1938); First Certificate of Merit, Colle Oppio, Italy.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

MRS. MINIVER (Above Left)

(Plant Patent No. 725)

Very spectacular! Distinctly different! Striking cardinal-red . . . Aptly described as the reddest of red Roses, has a brilliance and sparkle that make it stand out sharply in any garden.

All over the country, rosarians in test gardens say "the color cannot be forgotten," "extra good in fall," "most beautiful red I know." The pointed, dark carmine buds become 5½ to 6-in., cardinal-red blooms having an attrac-

tive cupped shape and ruffled petals; delightful Old Rose fragrance. This spectacular, perfectly formed Rose wins endless devotion.

Buds . . . pointed, dark carmine.

Blooms . . . 5½ to 6 in., cupped. Ruffled petals. Cardinal-red.

Fragrance . . . delightful Old Rose.

Plants . . . hardy, vigorous, about 30 in. tall. Does well everywhere. Continuously in bloom.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

REX ANDERSON (Left)

(Plant Patent No. 335)

An outstanding exhibition Rose of delicate, lovely ivory-white . . . perfectly formed, slow-opening, one of the most successful whites. Combining this lovely purity with artistic form and dependability, Rex Anderson adds a new note of interesting contrast to any Rose planting. Its very perfection of form and color simplicity are a dramatic contrast of great loveliness. May be grown to enormous size by disbudding.

Exceptionally free and vigorous, with abundant gray-green foliage. Soft and fascinating scent. Always an excellent choice if you wish to achieve a garden spot effect of frosty white. Awarded First Class Trial-Ground Certificate, National Rose Society, England.

Color . . . delicate, lovely ivory-white.

Growth . . . exceptionally free and vigorous, abundant foliage.

Scent . . . soft and fascinating.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

Experts agree:

"Roses Get a Wonderful Head Start"



WAVES

© J. & P. CO.

WAVES

(Plant Patent No. 638)

A standout in our Rose garden at the International Flower Show in New York. This magnificent clear pink Rose, with its perfect form and clean, straight growth, was admired by everyone. The color is pronounced but of a soft delicate quality that gives your garden an unusual warmth and vibrance.

The coral-pink, ovoid buds and intriguing, cup-shaped blooms are of unceasing interest and very generous with their Old Rose fragrance. WAVES' desirability in the garden is further heightened by the great profusion of bloom, an inspiring display of clear glowing pink in spring and summer. Becomes suffused more and more with yellow as the summer advances, in fall reaching a lovely soft salmon-pink.

Plant . . . very hardy, 2½ ft., 15 to 18-in. stems.

Profuse . . . flowers in great profusion from spring till late fall.

Blooms . . . 35 firm petals that hold well in sun . . . strong stems.

\$1.50 each; 3 for \$3.75; 12 for \$15.00



Panorama

© J. & P. CO.

PANORAMA

(Plant Patent No. 614)

Loveliest of the pink and white bicolors . . . each silken petal a glorious deep rose-pink outside, silvery buff with pink suffusion inside. A marvel of nature, an enticing Rose of unique contrast. Although frequently as much as 6 in. across, has a delicate quality because of the color variations.

Seems deep pink in the bud but the outside color lightens and then as the petals open the silvery reverse sparkles in the sun. Interesting in all stages . . . from the full, ovoid bud to the large, cupped bloom. Has an abundant Old Rose fragrance.

Buds . . . full and ovoid, entrancing contrast as petals unfold.

Flowers . . . large, beautifully cupped. 6 in. across.

Fragrance . . . abundant . . . Old Rose perfume.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

HOW TO WEAR ROSES AS ACCESSORIES

Roses cut from your own garden make unusual and striking accessories for practically any occasion. A single Rosebud or a small corsage of your own making can be just as effective as any piece of costume jewelry, and will give you an added feeling of personal pride as well.

YOU NEED ONLY A FEW BUDS

The making of a corsage is not difficult after a little practice. Simply tie or wire several of your garden Roses together and decorate them with a small bow or an attractive pin. Select 3 or 5 buds ranging from tightly closed ones to half-open flowers, and fasten them securely in a triangle or long sweeping group. Cut the stems and conceal them with fresh green foliage. With a little practice you will find many interesting and original designs.

All you really need to have lots of fun and to make yourself attractively different is a few Rosebuds and a little imagination.

ZULU QUEEN (Right) (Plant Patent No. 363)

Most Widely Used Dark of the Dark, Dark Reds

The darkest and one of the "blackest" of all red Roses . . . a magnificent, dusky deep maroon, almost black in its recesses. The flowers are very large and full petaled. Large, dark green foliage on a stalwart bush. Of distinct vigor and beauty, the rich, velvety blooms never burn in the sun, hold their color admirably in torrid weather. While not an unusually free bloomer, Zulu Queen will produce more than enough flowers to satisfy your expectations. The demand continues steadily for this rare Rose. Medium in height.

Bush . . . vigorous, hardy, well proportioned; grows 2 ft. tall.

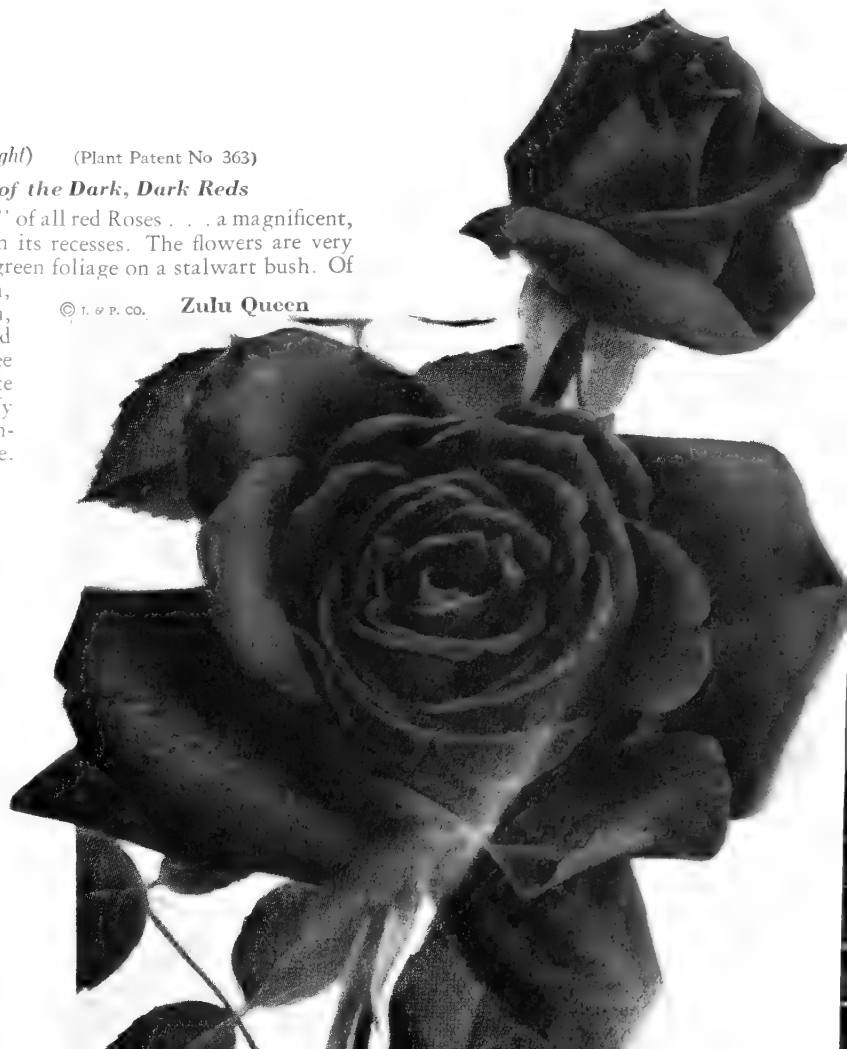
Blooms . . . the long, pointed buds open gloriously; distinctly and delightfully perfumed.

Generous . . . each bloom proudly borne, singly on long stems. While not an exuberant bloomer, far from sparse.

**\$2.00 each; 3 for \$5.00;
12 for \$20.00**

© J. & P. CO.

Zulu Queen



When Planted in the Fall! "

Brandywine

BRANDYWINE (Left)

(Plant Patent No. 530)

Tall, Rugged Plants; Unusually Beautiful Pointed Buds

The virile plants grow to a height of 4 ft., blooming heartily right through till late fall. In a delightful shade of buff-yellow, the sleek buds open slowly and finish light yellow; in the cooler fall weather they assume lively orange tints. Their sweet fragrance is equally pleasurable in the garden and in the home.

Beautiful in Flower Arrangements

Vigorous, hardy, and fragrant. Brandywine always retains its foliage even under difficult conditions. Created in "Cradle-of-Liberty Land," on the banks of the historic Brandywine, tall and strong and rugged as the patriots of old. The handsome large pointed buds are the answer to a flower arranger's prayer, lovely for bouquets, exquisite in boutonniere or corsage.

Buds....modern, pointed, buff-yellow, with lively orange tints in cooler weather.

Blooms....light yellow, stately, cup-shaped, fine large flowers on good long stems.

Fragrance...the sweet perfume is alluring, so truly characteristic of the Rose.

Plants...tall, vigorous, rugged, hardy; up to 4 ft. Very disease-resistant.

\$1.50 each; 3 for \$3.75; 12 for \$15.00



Crimson Glory and Pinocchio, two of the most widely planted Roses in existence, were the parents of Fashion. It inherits the finest qualities of both.

Signora

SIGNORA (Left)

(Plant Patent No. 201)

A pronounced improvement over the very popular, vigorous President Hoover and its predecessor, Talisman. Born and raised on the Mediterranean, it comes with a heritage of vigor under all conditions and also flourishes in particularly hot and dry climates. Graceful buds of warm brownish orange, opening to lighter mandarin and salmon. Unusually heavy foliage, a beautiful rich green that in itself is most ornamental.

Blooms...double, very fragrant, on long stems.

Habits...vigorous, branching, tall-growing plant, fine foliage.

Growth...3½ ft. tall.

Prolific...always full of flowers, excellent for cutting.

\$1.35 each; 3 for \$3.40; 12 for \$13.50

JACKSON & PERKINS CO.

World's Largest Rose Growers



GROUP #829
1 EACH ON THESE 2 PAGES
 Brandywine
 Signora
 Neige Parfum
 Value \$7.20
 Save \$1.20
 Only **\$6.00**
 Charlotte Armstrong
 Eclipse

NEIGE PARFUM (Below)

Neige Parfum will be a constant pride and joy in your garden next summer because of its remarkable fragrance. Acclaimed by many as the most fragrant of all Roses; the superior flowers and the delightful odor make it well worth growing. Like so many other lovely things, this will repay you generous rewards for a little extra care. Its purity of color has the much-desired addition of extremely copious lemon-verbena fragrance. Early bud has slightest tinge of cream, then delicate lemon as it unfolds; in full bloom a beautiful white, peony form. Plants 2 to 2½ ft. tall.

\$1.50 each; 3 for \$3.75;
 12 for \$15.00

Neige Parfum



CHARLOTTE ARMSTRONG

(Plant Patent No. 455)

(Right)

Perfectly formed, blood-red buds develop into exceptionally large, spectrum-red blooms. The bud opens slowly and the flower keeps its perfect form right up to the time it is fully developed. Color is so brilliant that in strong sun there seems to be a delicate silvery edge around each petal. Sweet fragrance. Rugged plants are well over 3½ ft. high; young new growth the glistening bronze color of red barberry. Even late in September, there will be many flowers and because of the cool weather, their color and form are lovely beyond description. Plant Charlotte Armstrong in your own garden with confidence that it will give you a profuse display of very beautiful rich red blooms from early spring right through July, August, and September to frost.

\$1.50 each; 3 for \$3.75; 12 for \$15.00



Charlotte Armstrong

ECLIPSE (Below, Right)

(Plant Patent No. 172)

Streamlined and modern . . . these slim tapering buds set a mark in grace and daintiness, often exceeding 2 in. long! The best all-purpose yellow Rose in all climates! Brilliant golden yellow petals . . . an arresting spot of color in the garden and in a bud

vase, bouquet or as a boutonniere. Plants are of the vigorous branching type that produce abundant bloom all the time and have healthy, attractive green foliage. Disease resistant. Right up in top ranks of the 10 favorite Roses in America in popularity vote of American Rose Society. Winner of the most coveted medals in rosedom.

\$1.35 each; 3 for \$3.40; 12 for \$13.50

Eclipse





Greer Garson



Peace

© J. & P. CO



Fall Planting MEANS BEAUTIES

At the New York Flower Show last March, visitors at our display immediately observed the unusual luminous FASHION color as something entirely new and different in Roses.



GREER GARSON (Above)

(Plant Patent No. 781)

As completely captivating and notable in performance as its namesake of motion-picture fame. The deep rose-pink buds are large and pointed, opening slowly, with the outer petals spreading gracefully and the inner ones unfolding even more slowly. The unique combination of delightfully reflexed petals in 5-in., deep rose-pink, perfect blooms casts a subtle charm over the whole plant. Frequently sends out long shoots, each with its large perfect bloom and following with a candelabrum of 3 to 6 more blooms on one lovely stem.

\$1.50 each; 3 for \$3.75; 12 for \$15.00



San Fernando

SAN FERNANDO (Left)

(Plant Patent No. 785) (Below)

A perfectly shaped, long, streamlined bud of an intense brilliant red *plus* a heady perfume. The lovely buds develop into remarkably long-lasting blooms of glowing currant-red changing to bright scarlet as the blooms mature. The big, glowing petals are firm and healthy, make a long-lasting bloom which holds the captivating fragrance until the last petal drops.

Coloring... glowing currant-red changing to bright scarlet.

Fragrance... pronounced and captivating. Lasts well.

Honors... All-America winner for 1948.

\$2.00 each; 3 for \$5.00;
12 for \$20.00

PEACE (Above)

All-America Rose for 1946

(Plant Patent No. 591)

One of the most popular Roses of the decade. The ovoid buds are golden yellow, etched with pink. As they open, they change from canary-yellow to pale gold to iridescent cream. The petals are edged with apple-blossom-pink that deepens as the flower slowly opens to glorious 5-in. blooms. As the flower matures, the petals roll gracefully outward to form a very double bloom, attractively cupped and with a high-centered golden heart. Individual petals are large, numbering from 40 to 45.

\$2.00 each; 3 for \$5.00;
12 for \$20.00

ORDER YOUR TREE ROSES NOW

J. & P. Modern Tree Roses are sold only in the spring but for the benefit of our Southern customers we will accept orders this fall for shipment after January 1.

In the Tree Roses you have the "Queen of Flowers" in her loveliest and most perfect form. Their unusual form and unsurpassed beauty present a breath-taking picture in any garden.

Order in These Colors:

pink salmon yellow white red multi-color

Only \$5.00 each; 2 for \$9.50; 6 for \$25.00

Prepaid... price includes safe, expert packing
Guaranteed to reach you in good condition.

Tree Roses will be shipped to you after the first of January, at the proper time for planting in your locality.
Important: Please Order Tree Roses on a separate order blank



Prima Donna

© J. & P. CO.



Pedralbes



© J. & P. CO.

LIKE THESE EARLIER NEXT SPRING!

PRIMA DONNA (Above)
(Plant Patent No. 639)

The stark rich color of salmon-pink clouds in an autumn sky at sunset. Glorious blooms 5 in. across. The tall, sturdy plant grows luxuriantly, displaying remarkable vigor and resistance for such beauty of form and color. Countless buds unfold lazily from June to fall, drenching the plant in a crescendo of deep salmon blooms delicately brushed pink. The graceful pattern of unopened petals in the heart of the bloom is intense and rich, softening as the petals unfurl in a glorious salmon-pink finale.

\$1.35 each; 3 for \$3.40;
12 for \$13.50

PEDRALBES (Above)
(Right)

This delicately shaded white Rose has been outstanding in our test gardens. Rosarian after rosarian paused to admire because it has the "indescribable something" that connoisseurs seek. You too will feel a special attachment for this lovely jewel when you see it growing in your own garden.

Blooms... large, 5-in., creamy white petals, large yellow center. Finishes pure white.

Borne... clusters of 4 or 5, long stems; spreading, 30 in.

Fragrance... delicate and airy.

\$1.50 each; 3 for \$3.75;
12 for \$15.00

TAFFETA
(Below, Right)

(Plant Patent No. 716)

Lovely changeable color combinations throughout the season make Taffeta a constant source of enjoyment in any garden.

At various times it may be described as rose-pink, salmon or apricot, but the predominating color is a rich carmine-rose in the bud changing to begonia-rose in the open flower. Warm yellow shows on the reverse of the petals. A splendid producer of many long-stemmed, perfectly formed buds with delicately veined petals. These develop into semi-double blooms having a very pronounced fragrance. The changing colors and the yellow reverse of the petals makes the open bloom unusually beautiful. Tested in all sections of the country, Taffeta has proved itself a true All-America winner.

\$1.50 each; 3 for \$3.75;
12 for \$15.00

Taffeta



6 ROSES on These Pages
1 each on these 2 pages
Greer Garson
San Fernando
Peace
Prima Donna
Pedralbes
Taffeta
GROUP #849
Value \$9.85
Save \$1.65
Only **\$8.20**

Prized Remembrances

Jackson & Perkins

OLDER
FAVORITES
OF MANY
FINE GARDENS

Beloved favorites of many a fine Rose garden, these are the best of the older Hybrid Tea Roses. Admired by Rose lovers for years, these varieties still merit a place in any garden.

TESTED FOR YEARS

Only Roses that do well in all parts of the country are in this list . . . recommended by leading rosarians, extensively planted in public Rose gardens.

Highest-grade, 2-year-old, field-grown plants, ideal for a large colorful planting at little cost. A generous supply of cut flowers can be obtained throughout the year from a planting of the Ever-Popular Dozen.

NOTICE

Our supply of some varieties may become exhausted. To avoid the possibility of disappointing you, we will substitute similar types if necessary, unless you instruct us not to on the order blank.

K. A. Viktoria

President
Herbert
Hoover

Mrs. Pierre
S. du Pont

Etoile de
Hollande

President
Macia

McGredy's
Yellow

Poinsettia

Condesa
de Sastago

YOUR OWN CHOICE

of any of the 17 varieties listed

\$1.00 ea.; 3 of one kind \$2.50

12 of one kind \$10.00

Guaranteed to
Live and Bloom

JACKSON & PERKINS CO.
World's Largest Rose Growers

Of Long Ago

Ever-Popular Dozen

Your Choice
ANY OF THE 17 VARIETIES LISTED
\$1.00 ea., 3 of one kind \$2.50
12 of one kind \$10.00

- ★**CHRISTOPHER STONE.** Velvety scarlet-crimson; Damask fragrance. Very popular; upright. Stands hot weather. Received high ratings by the American Rose Society and the National Rose Society of England.
- ★**CONDESA DE SASTAGO.** Two-toned coppery pink inside, golden tint outside.
- ★**DUQUESA DE PENARANDA.** Copper-apricot in summer, cinnamon-peach in fall. Long stems are excellent for cutting.
- ★**ETOILE DE HOLLANDE.** Bright red; large; loose; semi-double, fragrant. Vigorous. One of the most dependable and free-blooming of all the older Hybrid Teas.
- ★**K. A. VIKTORIA.** Exotic pure white blooms for contrast in bouquet or garden. Very strong, reliable grower. Widely planted because it is so easy to grow and so clear in its chaste white beauty.
- ★**McGREY'S YELLOW.** Large, bright buttercup-yellow. Exquisite bud and flower. Probably the best known of all the excellent McGredy Roses. These soft yellow blooms are practically non-fading. High rating by American Rose Society.

- ★**MRS. PIERRE S. DU PONT.** Deep golden yellow, slightly lighter with age; semi-double. Fragrant. Steady bloomer.
- Mrs. Sam McGredy.** Scarlet-copper-orange, flushed red outside; fragrant. Profuse, continuous bloomer. Very hardy.
- ★**NUMA FAY.** Very full-petaled; light coral-pink, satiny and fragrant. Free blooming; fine for bedding.
- ★**POINSETTIA.** Long, pointed, perfect buds; glowing fire-red. Vigorous. Fine for cutting.
- ★**PRESIDENT HERBERT HOOVER.** Maroon and orange, two-tone. For years this has been the most popular of all the two-tone Roses. Vigorous; free-blooming. Fragrant.
- ★**PRESIDENT MACIA.** One of the finest pinks. Long, rich pink buds. 6-in. blooms; flesh, rich pink reverse.
- Radiance.** Cameo-pink; large, intensely fragrant. Blooms all season, in all climates. Tall.
- Red Radiance.** Very large; long-lasting; intensely fragrant; clear, even red. Tall.
- ★**SOEUR THERESE.** Long, pointed, silvery yellow buds, marked mauve-red. Fragrant. Many daffodil-yellow blooms.
- Talisman.** Golden yellow and copper; long-lasting. Free-blooming.
- The Doctor.** Sparkling pink buds, pointed; one of the largest of all blooms—5 to 6 in. across. Says the American Rose Annual, "One of the largest of all Roses, one of the most beautiful, and one of the sweetest."

(Items starred are illustrated)

All 12 Roses shown
on these two pages
GROUP #939 \$10.00
(Value \$12.00)
You save \$2.00

All 4 Roses shown
on this page
GROUP #949 \$3.35
(Value \$4.00)
You save 65c

All 8 Roses shown
on opposite page
GROUP #959 \$6.70
(Value \$8.00)
You save \$1.30

10 Leading Roses
illustrated on these two pages
(All Except Duquesa de Penaranda
and Condesa de Sastago)
GROUP #969 \$8.35
(Value \$10.00)
You Save \$1.65



Duquesa
de Penaranda



Numa
Fay



Christopher
Stone



Soeur
Therese

J.&P.

THOUSANDS OF BLOOMS IN LIMITED SPACE!

To drape on fences, porches, pillars

BLAZE

(Plant Patent
No. 10)

**Most Popular
Red Climber**

Is red one of your favorite colors? Would you take pride in a glorious plant that buries itself under thousands of brilliant red Roses? Then plant Blaze! Most popular of all Everblooming Climbers. The popularity of Blaze increases year by year as more and more gardeners realize how colorful and dependable it really is!

Generous Clusters of Brilliant Bloom

These are the brilliant double, red Climbing Roses one sees blooming all over America. You'll be thrilled with the exceedingly generous display of blooms in June, and each succeeding year will increase your devotion as the plants become firmly established and the sturdy canes of "old wood" bring the everblooming characteristic to the fore. You knew the older June-blooming counterpart variety as Paul's Scarlet Climber.

Easy to Grow Well Anywhere

Requires no special attention, but grows luxuriantly with a magnificent display of flowers. In this picture showing the entrance of a home here in the Rose Capital of America, the brilliant pillar of glowing red is in complete harmony with the porch.

Outstanding Characteristics

- Blooms*... large clusters of many 2- to 3-in., cup-shaped flowers cover plant. The blazing scarlet color holds well, even in full sun.
- Uses*... train over arch or pergola. Drape on fences or garages. Grow on pillars or posts. Brightens entrance or porch.
- Prolific*... masses of vivid scarlet for a long period in springtime. Intermittent flowers all season. (Note: Pluck only actual flowers when trimming after blooming, as new bloom-shoots grow from first eye below the flower cluster.)

\$1.50 each; 3 for \$3.75; 12 for \$15.00

PAUL'S SCARLET (Not Illustrated)

Until the advent of Blaze, its everblooming counterpart, this was the most-admired red Climbing Rose. Many still want it for the great profusion of large, vivid scarlet-red flowers.

\$1.00 each; 3 for \$2.50; 12 for \$10.00

DOUBLOONS (Right) (Plant Patent No. 152)

Best All-Purpose Yellow Climber

The fabulous yellow Climbing Rose on which you can depend for quick results and real height. *These are three important reasons that Doubloons is the best all-purpose yellow Climber: Its flowers are magnificent, it blooms profusely for a long time, and it is unusually hardy and vigorous.*

The husky, hardy canes grow as much as 12 ft. in a single season, for bountiful bloom the next year. You may even have some blooms the first year. Its magnificent flowers are borne in great profusion for a long period. Hardy, vigorous... will make your garden "glow" anew.

Blooms... large, golden flowers in delightful clusters.

Growth... vigorous, healthy; long, heavy canes.

Fragrance... spicy, clean.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

Climbers Make Ideal Foundation Plantings

If you have a new home of the small cottage type, a striking foundation planting can be achieved with just 8 or 10 Climbing Roses. Note how this was done by Mrs. Fred Graff of Camp Hill, Pa.

Individual blooms at right

Everblooming!

DR. J. H. NICOLAS

(Plant Patent No. 457)

Gardeners everywhere are delighted with the wealth of fragrant blooms, the size of the large, double flowers so like the finest Hybrid Tea Roses—and most of all, with the ever-blooming performance of Dr. J. H. Nicolas.

Many first-year plants bloomed persistently all last season! As soon as the first flowers finish, new shoots appear—all summer you will revel in the abundance of bloom. The first flowers remain alluringly attractive till even the last one of the cluster is open full. For years Dr. J. H. Nicolas, the world-renowned hybridist, had set for his ideal a race of ever-blooming Climbing Roses with large double blooms like the Hybrid Teas. He made the cross that resulted in this marvelous flower—the triumph he did not live to see fulfilled but which now bears his name.

Everblooming

Immediately after first flowers fade, new shoots appear. A galaxy of bloom repeats again and again, all summer and fall.

Immense

Fully double, entrancing deep rose-pink flowers, unbelievably large, 5 to 6 in. across, 50 fine-textured petals.

Fragrance

Rich, lovely and enduring.

Clusters

Three or four perfect blooms to each long, strong stem.

**\$1.50 each; 3 for \$3.75;
12 for \$15.00**



Dr. J. H. Nicolas

PARADE OF CLIMBERS

An Ideal Assortment to Give
You a Riot of Color.

- 1 Aloha. New. Pink. (See p. 7.)
- 1 Blaze. Red.
- 1 Dr. J. H. Nicolas. Pink.
- 1 Doubloons. Yellow.
- 1 Clbg. Summer Snow. White.

Group #859

Value \$8.75.

Save \$1.45

Only . .

\$7.30

AVAILABLE ONLY IN LIMITED QUANTITIES

CLIMBING WORLD'S FAIR

(Plant Patent No. 546)

Deep scarlet, double blooms rich as royal velvet. Blooms in generous clusters of deep red buds that open into rich velvety flowers. Enchantingly fragrant. Grows 8 to 10 ft. tall. The velvety flowers against the sheet of luxuriant green foliage stand out dramatically, lending the plant a charm and beauty all its own.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

GOLDEN CLIMBER

(Plant Patent No. 28)

The buds, flecked with orange-scarlet, burst into handsome, rich golden yellow, Hybrid-Tea-like blooms. Long stems, 18 in. and more, add grace and make the delicately fragrant, golden flowers especially adapted for cutting. Glossy leaves. Needs to become established before blooming heavily. Long, graceful golden yellow buds. **\$1.50 each; 3 for \$3.75; 12 for \$15.00**

MERCEDES GALLARD

A truly everblooming, intensely fragrant climbing beauty, producing immense, 5-in. blooms of rosy red with an extraordinary violet tinge in the cooler weather; as the weather grows warmer, the color becomes a richer red. Yellow at base of petals. Long, strong stems. Vigorous. Luxuriant, large, dark green foliage. Very satisfactory to plant with yellow or white Roses or backgrounds. **\$1.50 each; 3 for \$3.75; 12 for \$15.00**

JACKSON & PERKINS CO.
World's Largest Rose Grower

© J. & P. CO.

Doubloons





© J. & P. CO.

Lovely Snow-white Blooms All Season!

CLIMBING SUMMER SNOW (Above) (Pl. Pat. No. 400)

Throughout July, August, September and October, Summer Snow continues to bloom generously. Quickly fills out to illuminate the scene with clusters of pure white, loosely double flowers which almost completely cover the plant, like mountains of snow. The attractive white blooms are repeated all through the summer and fall; often they are the last flowers in our garden when killing come. The glistening, double blooms are 2 in. across, effectively set off with golden stamens when full open, adding to the charm of their large clusters in bouquets and arrangements. Little care, and fills out rapidly, growing 8 to 10 ft. tall. Shows only a part of the plant in our garden.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

CLIMBER WITH GOLDEN YELLOW CLUSTERS!

King Midas

(Below) (Pl. Pat. No. 586)

Longest-Blooming Hardy Yellow Climber

You will treasure the King Midas with its modern, high-centered, tight buds and lovely, large Hybrid-Tea-like flowers, in clusters of four to six. Particularly hardy and vigorous, it will establish itself quickly and then produce brilliant splashes of color every year. Long canes 8 to 10 ft. Will bring a blaze of golden glory to pillar, porch, pergola, trellis, fence, or brighten a corner of the yard, house or garage.

Blooms.....large, 4 to 5 in., in clusters on medium-long stems, opening from a deep gold to a clear, unfading yellow.

Very Prolific...continues blooming till other Climbers have ended.

Fast-growing...establishes itself quickly and throws out long, stout, blooming wood from basal shoots.

\$1.50 each;

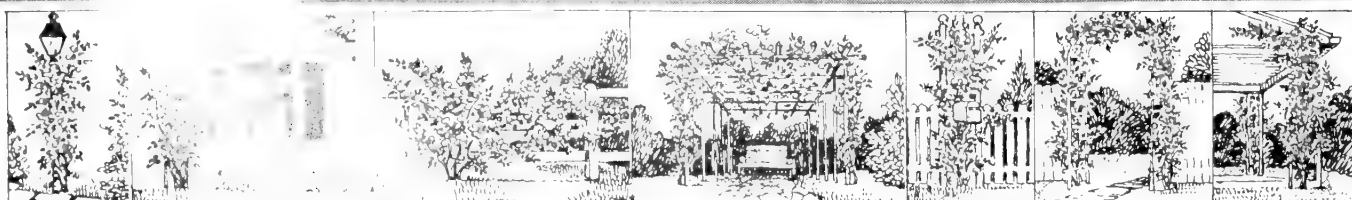
3 for \$3.75; 12 for \$15.00



© J. & P. CO.

King Midas

ROSES HAVE A MILLION USES IN ANY GARDEN...





New Dawn

Everblooming Climber

NEW DAWN (Above)

One of the hardiest Everblooming Climbers! New Dawn repeats its perfect Hybrid-Tea like blooms continuously all season. Have glorious Roses with the precious pink of apple blossoms and a delicate appealing old Rose fragrance in profusion on a plant that is easy to grow, requires little care and takes little ground. The trim, perfectly formed, pointed buds are most artistic in their appeal, superb for use in bouquets and arrangements. They have fine long stems. Sturdy canes grow rapidly; even one plant makes a gorgeous display on trellis, arbor or fence.

Buds...exquisite, dainty pink flushed with deeper tones.

Blooms...delicate, soft pink, 4-in. blooms from early June until freezing weather. Delightfully fragrant.

Hardy...extremely hardy in all regions. Very vigorous.

\$1.50 each; 3 for \$3.75; 12 for \$15.00



© J. & P. CO.

Climbing Crimson Glory

The Ever-Popular CLIMBING CRIMSON GLORY (Above, Right) (Fl. Pat. No. 736)

Imagine the magnificent Crimson Glory (see p. 27) in the form of a Climber! The rich crimson color, the fascinating fragrance, the perfectly formed blooms and all the vigor and profusion that make this Rose outstanding in its Hybrid Tea form have been captured in this amazing Climber. Large, high-centered crimson Roses on strong stems cover

the plant for a long period. Perfect Hybrid Teas in a breathtaking cascade that is both unusual and lovely. In northern areas where sub zero temperatures occur, Climbing Crimson Glory should have some winter protection or should be planted in a sheltered location to minimize the danger of winter injury.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

JACKSON & PERKINS CO.

World's Largest Rose Growers

GIANT HARDY J.&P. Delphiniums

"ALL-OUT-AT-ONCE" SPIKES GUARANTEED TO BLOOM

Handsome, long-lasting, all-out-at-once 20 to 30-in. spikes with giant all-double flowers closely set on towering 5-ft. spikes. Four to six such spikes to a plant in June and July, repeats bloom in the late summer and early fall.

An Improved Race

You will find that the rugged J. & P. Delphiniums do not need staking in most localities. A few groups of plants will make your garden more beautiful than ever.



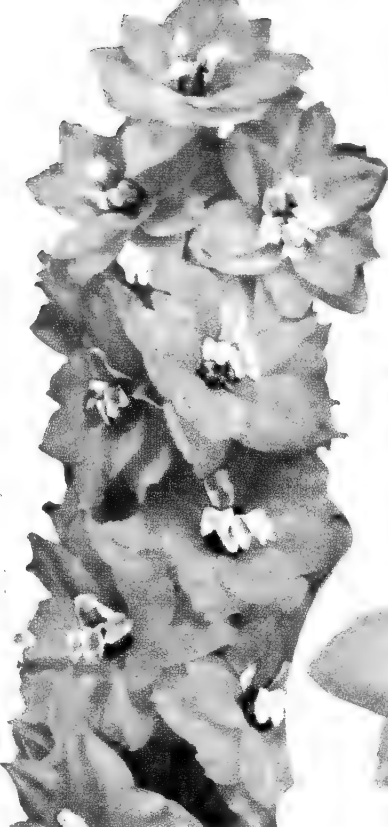
DESIRABLE

Velvety violet-purple florets strikingly accented with white "bees" or eyes—on upright, well-balanced, wiry stemmed, 4½-ft. spikes. The color holds well.



DEBUTANTE

Clean, sparkling tall spikes, dramatic in a white garden, with other colors, or by itself. The chaste white double florets are closely set on the trim spikes. 4 ft. tall.



ENCHANTMENT

True Delphinium-blue, with white eyes—the hybridists' dream! A giant double Delphinium with superb masses of bloom on all-out-at-once spikes. 4 ft. tall.



HAPPINESS

New. Exceptionally large individual florets of warm pink-lavender. Clear blue at the tips of the outer petals. The unusually large spikes are full, firm and sturdy, a new step forward in the Delphinium world.

\$1.25 each; 3 for \$3.15;
6 for \$6.25



FREEDOM

Lavender with a rose cast, with ideal spikes, virginal. 5 to 5½ ft. of warm.



DELIGHTFUL

The rare, real all-blue, in the darker shade so hard to get. Most popular of all. 5 ft. tall. Is a true "Delphinium Blue."



GAYETY

Pink-lavender. Outer petal. blue. Lovely cupped florets. Side shoots prolong bloom several weeks. Unique color display! 5 ft.



GLORIOUS

Royal purple. By far the darkest and richest of all Delphiniums. No shattering until the last buds are open. Repeats quickly. 4 to 4½ ft.

\$1.00 each; 3 for \$2.50;
6 for \$5.00; 25 for \$18.75

75c each; 3 for \$2.00; 6 for \$3.75; 25 for \$13.75

Bell-Ringer Group #1019

The most recent advances in our breeding. Two each of Happiness, Glorious and Debutante

Value \$6.00
Save \$1.00
Only \$5.00

All Varieties Illustrated
One each of the nine outstanding varieties illustrated on this page.

GROUP #869
Value \$7.50
Save \$1.25
Only \$6.25

75c each; 3 for \$2.00; 6 for \$3.75; 25 for \$13.75

75c each; 3 for \$2.00; 6 for \$3.75; 25 for \$13.75



Burgundy



© J. & P. CO.

Avalanche

J. & P. LONG-FLOWERING

Chrysanthemums

BURGUNDY

Glorious rich Burgundy red, in a fragrant, double Hybrid Korean. A winner everywhere! Magnificent form, texture; strong growing. 2½ ft. Equally striking in garden display and in arrangements. 3- to 4-in. blooms in early Oct.

60¢ each; 3 for \$1.60; 6 for \$3.00

SEPTEMBER DAWN

The gorgeous deep pink of an autumn sunrise. Sturdy, generous with its 3 to 3½-in. flowers on lovely 2½-ft. plants. A pink that blends with bronze and copper; late Sept.

60¢ each; 3 for \$1.60; 6 for \$3.00

BUTTERBALL

One of the earliest of the fall Mums. Blooms from end of Aug. until severe frost. A low mass of long-lasting, brilliant yellow, Butterball grows to a height of 15 in., with 1½ to 2-in. flowers covering the plant.

65¢ each; 3 for \$1.75; 6 for \$3.25

Butterball

RED VELVET

Rich velvet crimson with a glowing sheen gradually changing to even darker crimson. 3 to 3½-in. blooms on strong stems. Sturdy, erect, clean-growing, 2-ft. plants in radiant bloom from early Oct.

75¢ each; 3 for \$2.00; 6 for \$3.75

LAVENDER LADY

Queen of all garden Mums. This is a rare, lovely lavender-pink with beautiful, large, 4-in. flowers. Prolific producer from late Sept. until severe freezing weather. Plants 24 in. tall.

60¢ each; 3 for \$1.60; 6 for \$3.00

CHIPPEWA

Glorious warm dubonnet color tone . . . deep in the bud and lighter as the flower develops. Brilliant and sparkling, fully double, 4-in. flowers on 24-in. plants. Starts blooming late Sept., continuing until killing frosts.

75¢ each; 3 for \$2.00; 6 for \$3.75

© J. & P. CO.

AVALANCHE

The best large white. Perfect, fully open, double blooms from Sept. 'til freezing weather. One of the first to bloom. 4-in. flowers with faint, creamy center in part-open stage. 2 ft.

65¢ each; 3 for \$1.75; 6 for \$3.25

MRS. PIERRE S. du PONT III

A very popular bronze, dominant color. Soft peach tinted with rosy salmon and fawn shades. General effect is iridescent bronze. 3 to 4-in. flowers from Oct. to frost, 2½-ft. plants.

65¢ each; 3 for \$1.75; 6 for \$3.25

YELLOW AVALANCHE

Blooms in late August and continues through September. Excellent in areas where frost occurs early. The full, large, fluffy flowers are perfectly formed and are produced in great profusion. Rich golden yellow in color.

85¢ each; 3 for \$2.25; 6 for \$4.25

Chippewa

September Dawn

Mrs. Pierre S. du Pont III

Red Velvet



Lavender Lady



Christmas Rose All Winter 6 to 8 in.

A RARE PRIZE . . .

WINTER BLOOMS FOR YOUR GARDEN!

Christmas Rose

An Improved
Large-flowered Type

Helleborus niger altifolius

Roses in winter! Not real roses, of course, but the rare and much-prized Christmas Rose. Actually blooms with the snows of late fall, at Christmas-time and right up until spring. This variety (*H. niger altifolius*) is much superior to the common *H. niger*. Grown by J. & P. from divisions of flowering plants, it will bloom for you next fall. Even when there is snow on the ground, it takes only a couple of mild days for this miraculous plant to produce its glacier-white blooms.

Lovely Blooms in Winter

The lovely 5-petaled flowers are 2 to 3 in. across, with a lively center of yellow stamens. The

leathery foliage literally hugs the ground. Flower clusters on 6 to 8-in. stems. The Christmas Rose is especially suitable for a protected place in front of evergreens or shrubs because of its rich low foliage and the masses of unusual flowers when there is nothing else in the garden.

No Trick to Grow It Successfully

Given a protected location where it is partially shaded in the summer but receives winter sun, the Christmas Rose will form a broad low mass of handsome green. Once established, it should not be moved; allow it to spread, producing more and more of these lovely flowers each year.

\$1.50 each; 3 for \$3.75; 6 for \$7.50

Selected J. & P. Perennials

(C) J. & P. Co.



Dianthus, Irene

June July 12 to 15 in.

DIANTHUS, IRENE (Left)

(Plant Patent No. 747)

Most Fragrant of All Garden Pinks

(*Dianthus caryophyllus*.) The fragrance of Irene is one of its outstanding qualities . . . literally drenches the garden with old-fashioned, clove-scented fragrance unequaled by any other garden Pink. Flowers produced continuously, the new buds opening as the old ones finish. One 8-in. plant in our garden had over 60 flowers last spring. Irene is an exquisite shade of pink, bearing 2- to 2½-in., very double flowers, averaging about 60 petals each. Sturdy 12 to 15 in. stems.

\$1.00 each; 3 for \$2.50; 6 for \$5.00;
12 for \$10.00

All the 11 varieties illustrated
on these 2 pages.

GROUP \$989

Value \$9.25 Save \$1.55 \$7.70
ONLY



Royal Robe Violet

Spring & Fall
9 to 12 in

SUPER-GIANT VIOLET,

Royal Robe (Left)

Extra-Large Flowers!

Magnificent, lustrous, deepest violet-blue. Very easy to grow. Intensely fragrant. A few flowers will fill an entire room with their exquisite odor. Sturdy foliage; blooms abundantly in early spring and again in fall. The large flowers open wide, like a pansy or viola, often exceeding 1 in. across. Stiff, erect stems up to 8 in. or more.

Most popular because it is ideal for difficult, partially shaded spots where other things will not grow well.

Once established, each plant becomes a broad mass of green, producing its fragrant blooms more generously year after year.

65c each; 3 for \$1.75; 6 for \$3.25

VIOLET WHITE WONDER (Below)

Imagine a dazzling glacier-white violet! Each plant covered with hundreds of flowers. Individual bloom is enormous with a pale lavender center beautifully veined. Foliage luxuriant and shiny, hugging the ground tightly with each flower held crisply above the foliage so that the blooms show to best advantage. A fine plant for rock gardens and foreground of flower beds.

65c each; 3 for \$1.75; 6 for \$3.25



Violet White Wonder May 10 in.

JACKSON & PERKINS CO.
World's Largest Rose Growers

**Monarda
Croftway
Pink**

July-August
30 to 36 in.



Put the Sparkle of the Stars in Your Garden!

ANCHUSA BLUE STARS

Anchusa caespitosa

A Mound of Color in May-June and July

The restful clear blue of the fragile, elusive gentian is captured for keen gardeners. The white eye of each floret sharpens the mass very effectively. Full mounds of blue 15 to 18 in. high are formed by rigid stems which branch freely and are simply loaded with flowers. New star-shaped florets appear as quickly as the older ones drop off during the three months' blooming period. Each plant is composed of many individual tufts rather than one single stem.

When in bloom during May, June and July this plant demands attention and holds it with its cool clear color. Even in August when its long narrow green foliage and a few stray florets are left, it draws the uninitiated from far parts of the garden.

\$1.50 each; 3 for \$3.75; 6 for \$7.50

**Anchusa
Blue Stars**
May to July
15 to 18 in.



Monarda, CROFTWAY PINK

Monarda didyma

(Above) A clear pink Monarda which is a lovely mass of color during some of the most difficult days for the summer gardener. It does well in moist or dry positions and in sun or semi-shade. Plants should be divided every second spring, as they fill in rapidly.

The flowers appear in large heads and new blooms are constantly coming on after the first main spurt, the final ones breaking out near the base in late August.

85c each; 3 for \$2.25; 6 for \$4.25

ASTER ADORABLE (Below)

A completely charming Adorable variety that will be one of your favorites once you see its masses of blooms in your own garden. A deeper, clearer pink, very rare in fall flowers. . . . An improvement over the well-known Harrington's Pink Aster. The buds are like small reddish rosettes, opening into large, many-petaled flowers in enormous clusters. The entire plant will glow with a rich pink continuously from September to frost. The foliage is clean and dark, and the vigorous plant is 4 to 4½ ft. high. Strong and compact.

60c each; 3 for \$1.60; 6 for \$3.00

**Aster
Adorable**
Sept. to
Frost
1 to 4½ in.



FAVORITE HARDY GARDEN Phlox

SAN ANTONIO

(Below) Immense heads of deep, non-fading, blood-red florets are always fine in color. Produced freely in late July and August on vigorous plants 2½ to 3 ft. high.

65c each; 3 for \$1.75; 6 for \$3.25

HARVEST FIRE

(Below) Sets the garden afire with a fiery glow! Salmon-orange flower-heads of enormous size are gorgeous in July and August. Bottom branching. Florets 1½ to 2 in. across. Grows to 30 in.

60c each; 3 for \$1.60; 6 for \$3.00

SALMON BEAUTY

(Below, Right) A white eye in the giant salmon-pink florets makes Salmon Beauty one of the most colorful of all Phlox. Large florets, 1½ to 2 in.; 30 in. tall.

60c each; 3 for \$1.60; 6 for \$3.00

BLUE BOY

(Bottom, Right) The solid mass of deep rich color and low-growing habit makes it an ideal border plant. Best deep blue Phlox. Florets 1½ to 2 in. Large flower-heads. Height, 18 in.

65c each; 3 for \$1.75; 6 for \$3.25

AVAILABLE ONLY IN LIMITED QUANTITIES

(Not illustrated)

COUNT ZEPPELIN. Glistening white with deep carmine eye.

60c each; 3 for \$1.60; 6 for \$3.00

E. I. FARRINGTON. Large heads of soft salmon-pink bloom with a lighter eye. 2½ to 3 ft. tall.

50c each; 3 for \$1.35; 6 for \$2.50

ROSE SUPREME. Bright light rose-pink with a brighter red eye. Holds its color with out fading. Fragrant.

75c each; 3 for \$2.00; 6 for \$3.75

San Antonio

Blue Boy
(Lower Right
Corner)





Astilbe, Fanal May-June 24 to 30 in.



Giant Lily-of-the-Valley May 10 in.

JACKSON & PERKINS CO.
World's Largest Rose Growers



Veronica spicata June 20 in.

ASTILBE, FANAL
(Top, Left Corner)

Exquisite, feathery sprays of lively red. Easy to grow, hardy; likes plenty of moisture and good, rich soil. May and June. . . . Rich, deep red; dark green, prolific foliage. 15-in. flower-spikes tower well above 10-in. foliage. Red border plant that likes moisture. Happy in either semi-shade or sun. May be potted for winter bloom indoors.

85c each; 3 for \$2.25; 6 for \$4.25



Gypsophila, Rosy Veil June-July 12 to 18 in.



Pink Bleeding-Heart May-June 30 in.

GIANT LILY-OF-THE-VALLEY
(Left)

An improved gigantic form with unusually large rounded bells. Perfectly shaped, heavily textured, on very long strong stems. The pure white frosted pendent bells hang in profusion from the strong sturdy stems. The sweet rich fragrance of these improved J. & P. giants is even more delightful than the widely loved perfume from the common small variety. One bouquet will perfume an entire room for days. Our field-grown clumps spread rapidly and form a solid mass in very little time.

Field-grown clumps.
65c each; 3 for \$1.75;
6 for \$3.25

VERONICA spicata
Crater Lake Blue

(Above, Left)

Here is a new dependable Veronica in a marvelous shade of blue. Comparable in color to Oregon's famous Crater Lake.

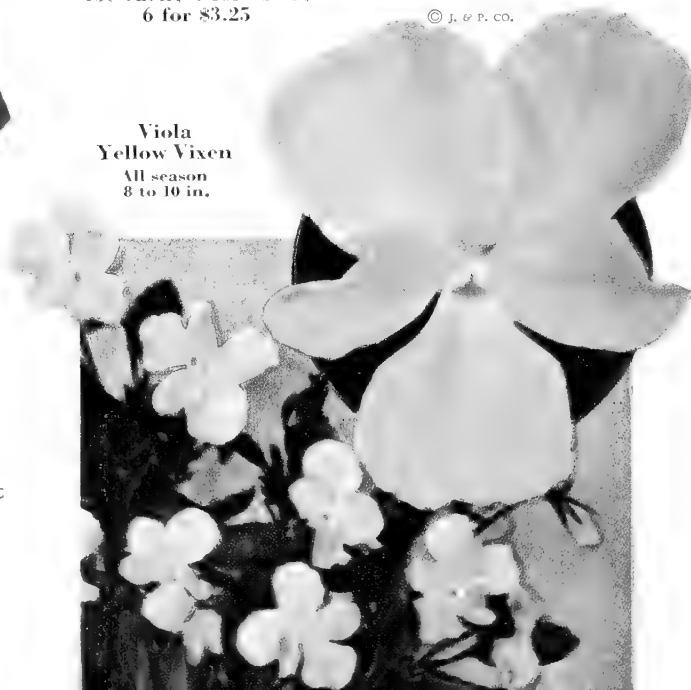
Especially good in the foreground of a perennial border where you want a solid mass of lasting cool blue. The plants, which grow 20 in. tall, do well in either full sun or partial shade. Blooms in June.

75c each; 3 for \$2.00;
6 for \$3.75



Viola,
Purple Heart
All season
9 to 12 in.

Viola
Yellow Vixen
All season
8 to 10 in.



© J. & P. CO.



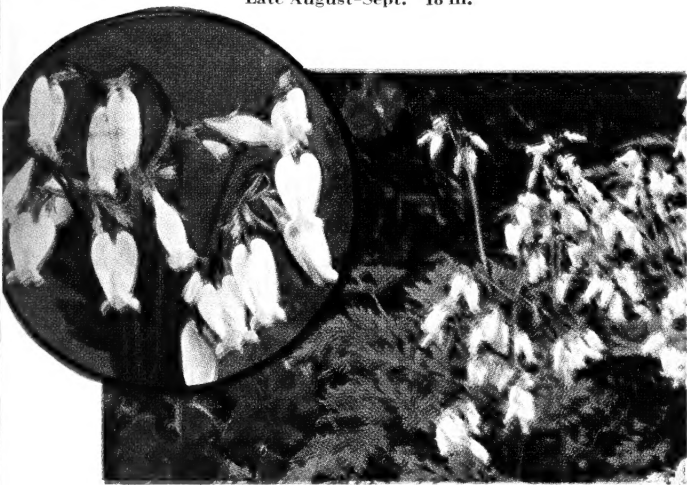
Sedum spectabilis, Brilliant
Late August–Sept. 18 in.



Funkia Early September to Frost 18 to 24 in.



Lythrum, Morden Pink
July–August 4 to 4½ ft.



FUNKIA subcordata alba (Above)
Fragrant Plantain-Lily

Long, tubular, creamy white flowers hold themselves erect above the mass of green foliage.

Flower-stalk 18 to 24 in. high with fresh new bloom every day. Dark green, oval, heart-shaped leaves 8 in. long and 5 in. wide. Clean cool color during hot summer days. Funkia grows in any location and forms attractive masses even where other plants will not thrive. Lives indefinitely, even under adverse conditions.

75c each; 3 for \$2.00; 6 for \$3.75;
12 for \$7.50

LYTHRUM, Morden Pink
(Top Right Corner)

The generous, full spikes of a clear, lovely soft pink are produced in great masses and make a fine show in July and August. Each plant miraculously sends up ten or a dozen sturdy, 3- to 4-ft. spikes, each one covered for almost its entire length with a tumbled pattern of clear pink florets. Perfectly hardy, it will thrive in wet or dry places in your garden.

60c each; 3 for \$1.60; 6 for \$3.00

ROSA, OAKINGTON RUBY
(Not illustrated)

Deep carmine buds open rich ruby-crimson. Fully double flowers smaller than 1 in., even full open. Similar to Rosa Rouletti, only much deeper in color. Plants less than 12 in. tall. Award of Merit, Royal Horticultural Society.

\$1.00 each; 3 for \$2.50; 6 for \$5.00;
12 for \$10.00; 25 for \$18.75



Rosa Rouletti 4 to 6 in.

ROSA ROULETTI (Above)

Double rose-pink flowers as pictured. 4- to 6-in. plant as dainty as the Roses themselves. Used for borders, rock gardens, or paths. Attractive for small flower arrangements in the home. The little Swiss Rose lost for many years; now treasured in American gardens.

85c each; 3 for \$2.25; 6 for \$4.25;
25 for \$15.65

GYPSOPHILA, Rosy Veil
Baby's-Breath

(Top row, Left, opposite page)

Very generous in bloom, the airy sprays form a heavy mat of delicate pink during June and July, and also flower again in fall. 18 in. tall.

65c each; 3 for \$1.75;
6 for \$3.25

SEDUM spectabilis, Brilliant. Stonecrop
(Top Row, Above)

Withstands even the hottest, driest weather. Rugged, erect plants attain a height of 18 in. Gorgeous amaranth-red flower-heads. Rejoices in a hot dry spot. Thrives in semi-shade.

60c each; 3 for \$1.60;
6 for \$3.00

PINK BLEEDING-HEART

Dicentra spectabilis

(Above, Left, opposite page)

Grows to about 30 in., every year gaining in breadth and width. Graceful sprays from May until the latter part of June. Will do well in either semi-shade or sunny positions.

75c each; 3 for \$2.00; 6 for \$3.75;
12 for \$7.50

VIOLA, Yellow Vixen (Left)

Hardy everblooming Perennial Viola in a bright clear yellow which will make your gardens and borders more colorful from early spring to frost. The 2½-in. flowers are borne on upright, 6- to 8-in. stems. It is not too particular as to soil, and will be a good rock-garden plant because of its low, spreading form.

75c each; 3 for \$2.00; 6 for \$3.75;
12 for \$7.50; 100 for \$50.00

WHITE BLEEDING-HEART

(Above, Left)

Blooms heavily in the spring and continues all during the summer and fall. The shape of the pure white flowers is similar to the old-fashioned Bleeding-Heart, but smaller in size and far more delicate in appearance. The light green, silvery leaves are almost transparent; they are especially neat, particularly graceful and fern-like with many deep indentations. Grows only 9 to 12 in. high.

85c each; 3 for \$2.25; 6 for \$4.25;
12 for \$8.50

VIOLA Purple Heart

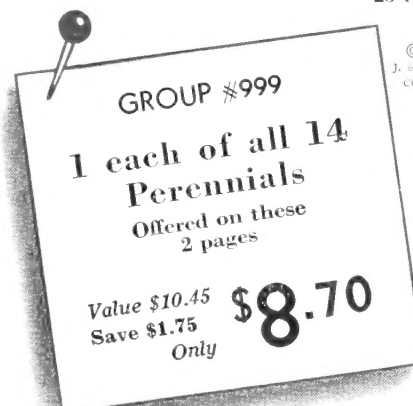
Plant Patent No. 671

(Lower Left Corner, opposite page)

Blossoms continuously from spring to frost, and comes up year in and year out, more luxuriant and more vigorous than ever. The huge, velvety, violet-blue flowers are up to 3 in. across, on graceful stems 7 to 8 in. long. The petals of these giants are pleasingly waved, giving a play of tones that you will never cease to admire. A bright yellow "eye" makes the lovely purple seem even deeper and the texture richer and more velvety.

Each plant sends out many shoots for a continual supply of flowers from spring until freezing weather, and some even after the first snow flies.

75c each; 3 for \$2.00; 6 for \$3.75;
12 for \$7.50; 100 for \$50.00



VERBASCUM, Pink Domino
(Right)

Dramatic, free-flowering pink spikes! An especially hardy and vigorous grower, even in very poor soil. The upright branching flower-spikes reach 4 ft. in height. It will provide a constant show of beautiful color during its entire blooming period of late August and September. May be used in either sun or partial shade.

65c each; 3 for \$1.75; 6 for \$3.25



Verbascum, Pink Domino
Aug.–Sept. 4 to 4½ ft.

Selected J. & P. Perennials Give Your Garden More Color!



●From a test garden in Ohio: "This is a great Rose without faults. Headed for fame. Vigorous bushy habit. Abundant foliage."

Dwarfer DWARF FRUIT TREES

Enjoy Better, Earlier Fruit!

True Dwarf Trees Bear in 2 Years

J. & P. Dwarfer Dwarf Apple trees are grown from buds grafted on a special rootstock which originated in England. This amazing rootstock performs the miracle . . . the trees stay dwarf, the Apples ripen two weeks earlier, and they usually bloom and bear fruit the very next year after they start to grow. Unless there are other Apple trees nearby, plant two or more varieties to be sure of correct pollination.

Trees Do Not Overgrow But Bear Full-Sized Fruit

Now you can plant Apple trees in even the smallest garden plot and enjoy them all your life without ever crowding out your roses, perennials or other flowers. These amazing midget trees will bear fruit very young. You may even have blooms and a few Apples next spring and summer. When four years old, they will be in full bearing, with larger, more colorful Apples than you would get from large trees . . . yet these amazing Dwarfer Dwarf Apples grow only 5 to 6 ft. tall.

Very Ornamental and Practical

Early in the season every branch will be covered with lovely fragrant blooms as exquisite as Flowering Crabs and the widely loved Flowering Cherries. So profuse, so handsome, they are a garden decoration in themselves. Ideal for the modest garden where you don't have room for large fruit trees. Dwarfer Dwarf Apples serve the double purpose of being handsome specimen flowering trees when they are covered with blooms in the spring, and then later in the season they reward you with fabulous quantities of delicious, juicy, fine-textured, gorgeous Apples. Few other plants have the unique advantage of being both beautiful and practical. Few other plants will arouse so much curiosity and interest and give you such waves of pride and personal enjoyment.

May Be Planted Anywhere

Because of their dwarf, dense form they do not interfere with the growth of flowers right up and around them. Trees may be planted as close as 6 ft. apart and yet they will have adequate room for normal development. Plant them 10 ft. apart and you can have a miniature Apple orchard.



Children enjoy these miniature fruit trees that bear down low where the kiddies can watch the young fruit develop

CHOOSE YOUR DWARF APPLES FROM THESE OUTSTANDING VARIETIES

Yellow Delicious

Bright golden yellow. Solid, firm meat. Very good keeper. Some say this is the best yellow Apple.

Yellow Transparent

One of the finest of the early yellow Apples. Usually ripens the first week in August. Slightly acid flavor.

McIntosh

The most popular eating Apple. Tender, crisp flesh is snow-white and bursting with juice. The Apple children and grownups alike prefer for eating and for baking. Has a flavor and texture unequalled by any other Apple variety. The tree is long-lived, extremely hardy and in 2 years you will prize this as one of your favorite fruit trees.

Red Delicious

Large, dark red with firm crisp flesh of excellent quality and flavor. Bears regularly; tree perfectly hardy, easy to take care of. This favorite is splendid for eating and is perhaps best known as the widely sold fruit-stand Apple. An Apple you will enjoy for years because of the beautiful trees and blossoms, PLUS the delicious fruit.

Jonathan

A favorite early winter Apple with a spicy, snappy flavor. Brilliant, beautiful red color. One of the very finest for cooking because of its solid flesh and highly flavored spiciness. Grows well throughout the country wherever Apples are successful. Plant this variety so you can have your own crop of one of the world's favorite cooking Apples.



Dwarfer Dwarf Bartlett Pear Trees

By far the most popular variety of Pear for home use. The fruit is large, golden yellow color with reddish tint. The flesh is exceptionally tender and is literally dripping with luscious sweet juice. The trees are very vigorous in growth. The Bartlett Pear is by far the most popular for eating or for home canning. Bartlett Pears in the form of dwarf trees are a real "find" for any home owner.

\$3.00 each; 3 for \$8.25

ANY
VARIETY
OF
DWARF FRUIT TREE

3 to 4 ft.

2 years old

Prepaid

Only
\$3.00

Guaranteed
3 of one kind for \$8.25

WINTER PROTECTION OF ROSES . . .

HYBRID TEAS AND FLORIBUNDAS

Soon after the first killing frost, cut your plants back to 18 or 20 in. Apply J. & P. Rose Spray or Rose Dust to the bushes and to the soil around them. Then make a mound of earth 6 to 8 in. high around each plant, covering the lower portion of the stems. After the ground is frozen, add a covering of leaves, straw, or salt hay to protect the tops.

CLIMBING ROSES

Simply tip the long canes off their support toward the ground and throw straw or leaves over the canes. You may also wrap the plant with several thicknesses of burlap. In an exposed position or in zero climates, lay the tops flat on the ground. Bring the branches over to the ground and peg them down, cover with soil and apply J. & P. Spray or Dust liberally. After the ground is frozen, add straw, leaves or evergreen branches.

ADD THIS BREATH-TAKING BEAUTY TO YOUR GARDEN!
J. & P.
OWN-ROOT

French Hybrid Lilacs

FALL
IS THE TIME
TO PLANT
LILACS



These Improved Varieties Bring You Better Blooms

These gorgeous French Hybrids far surpass all others. We offer the best varieties . . . selected for larger florets, richer colors, broader spikes, more to a cluster. Every variety shipped to you is *faster-growing* and younger-blooming. Fragrant beyond description, will make your garden or home more attractive and colorful.

Plant them this fall and enjoy the first rich bloom in your garden next spring. Every bush guaranteed to live and bloom in your garden.

Paul Thirion

President Lincoln

Paul Hariot

Katharine Havemeyer

Ellen Willmott

Lucie Baltet

1 each of these 6 French
Hybrid Lilacs

Paul Thirion
Pres. Lincoln
Katharine Havemeyer
Ellen Willmott
Lucie Baltet
Paul Hariot

GROUP #1029

Value \$15.00
Save \$2.50

Only

\$12.50

1 each of
these 3

GROUP #1039

Value \$7.50
Save \$1.25

Only

\$6.25

Many Start Blooming Next Year!

THOUSANDS of these plants have already set flower-buds this summer. Many bloomed last May. You may have some flowers next spring—you'll have PLENTY the following year, and EVERY YEAR! Grown the longer way at higher cost (*own-root*, not budded, so wild sucker growth can never come)—for long life, rapid growth, and every-year bloom. Worth ten times as much as old-fashioned kinds.

Loveliest Kinds and Colors. These Six Pictured

- d **Paul Thirion.** Bright rich red buds open to an intense rosy claret, revealing beautiful double flowers in enormous clusters. Free bloomer.
- d **Katharine Havemeyer.** A gorgeous mass of double, rosy lavender flowers, very full with immense spikes. A soft shade of the lovely lilac color.
- s **Lucie Baltet.** The pinkest of all Lilacs . . . blooms freely . . . with immense single flowers, stately and tall. Blooms in huge clusters that make a striking display in the garden, shrub border, or as a single specimen plant.
- s **President Lincoln.** Single flowers $\frac{3}{4}$ in. or more across, purplish blue in bud . . . opening to a true blue. It is considered the best of the blues. Very vigorous and early in bloom.
- d **Paul Hariot.** Rich glowing purple buds opening to a true royal purple. Large, double flowers. Considered the deepest and darkest of all. The depth of color and rich texture make this a favorite everywhere.
- d **Ellen Willmott.** Extremely prolific, immense, double flowers of purest alabaster-white. Large, branched panicles; round flowers. Rated as excellent. Late bloomer. A dependable free-blooming white.

(d) means double (s) means single
3-year plants. Prepaid, each \$2.50 3 of one kind for \$6.25

Free to your friends at Christmas . . . this beautiful Rose Souvenir for each Gift Order of Rose Plants you wish sent them next spring.



Christmas Gifts Supreme!

Just pick out the plants you would like to give—and we will send them to your friends in time for spring planting. And at CHRISTMAS-TIME we will send each of them, FREE, this exquisite, handmade Rose (in a lovely transparent container, as shown here) with a holiday greeting card on which we will fill in your name—as a token of the *real* Rose plants they are to get as a gift from you!

At Christmas, your friends will receive this

Free Token Rose Souvenir

In the spring, at planting time, they receive your gift of any plants you have chosen



HERE'S ALL YOU HAVE TO DO:

1. Make your selection of gift plants from the favorites listed at the right. Or, if you prefer, choose any plants or groups listed in the catalog. On this offer, each gift order must be for at least \$3.00.

2. Fill out NOW the special Christmas Order Blank enclosed with this catalog.

3. Just before Christmas we will send out the free souvenir packages, containing the beautiful Token-Rose, with a holiday greeting card. The greeting card opens up to form a holiday Gift-Certificate, listing your name and that of your friend. It tells the plant names and states they will be sent in time for spring planting.

4. In the spring, at the proper planting time, we will send the plants postpaid to those to whom you have presented them.



A Unique Gift Your Friends Will Cherish for Years!

Imagine the thrill these gifts will bring: Not only at Christmas-time, when your friends and loved ones will receive their beautiful Souvenir Rose—but also in the spring, when the Rose plants themselves will be sent, all ready to grow.

ORDER EARLY

This J. & P. "Roses for Remembrance" idea has gained tremendous popularity. Please send in your order as soon as possible. No orders can be accepted later than Dec. 15. Still better, why not make up your gift-list NOW—while the thought is fresh in your mind? Send the enclosed order blank TODAY!

HERE ARE SOME GIFT SUGGESTIONS

X-39—Two Most Popular Hybrid Teas—1 New Yorker, red; 1 Diamond Jubilee, buff	\$4.00
X-40—1 Floribunda, FASHION, coral-gold. 1 Hybrid Tea, Valiant, red	4.00
X-41—2 Hybrid Teas—1 Serenade, pink; 1 Eclipse, yellow	3.35
X-42—1 Rubaiyat, red; 1 Neige Parfum, white	3.00
X-43—1 Mary Margaret McBride, pink; 1 New Yorker, red	3.50
X-44—Special J. & P. Group Offer, see page 21	11.55
X-45—3 New Floribundas — 1 FASHION, coral-gold; 1 Masquerade, var. color; 1 Yellow Pinocchio, yellow	5.50
X-46—1 Pinocchio, salmon; 1 Lavender Pinocchio, lavender; 1 Red Pinocchio, red; 1 Goldilock, yellow; 1 Marionette, white	7.50
X-47—Climber Group—1 Aloha, pink; 1 Climbing Summer Snow, white	4.25
X-48—1 Tree Rose, your choice of red, yellow, pink	5.00

Special Offer!

J. & P. NEW ROSE GROUP

Plant These New Varieties In Your Own Garden This Fall!

Six Roses One Each of

**FASHION
YELLOW PINOCCHIO
NEW YORKER**

**MASQUERADE
SERENADE
DIAMOND JUBILEE**

GROUP #1059

Value \$11.50

Save \$1.90

ONLY

\$9.60

Jackson & Perkins Co.

World's Largest Rose Growers

NEWARK, NEW YORK • THE ROSE CAPITAL OF AMERICA

Fashion
(See cover)